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# HENRY FIELD'S SEED SENSE

Sent free  
Compliments of  
HENRY FIELD

“FOR THE MAN BEHIND THE HOE”

Published by Henry Field in the Print Shop

Vol. XXIV

Shenandoah, Iowa, April 1, 1940

No. 3

## Another Letter from 'Big-Boy'—They Make Garden

You folks haven't had a letter from "Big-Boy" or Henrietta for some time, so I know you'll be glad to see this one. These are all my daughter Ruth's children, as most of you know.

They're on the move all the time—always got something going on and seem to get more fun out of living in 5 minutes than some of us worry-heads do all year long.—H. F.



1. Grandpa told me I sure should get my garden in early this year. I think he's right, so I started right out. Susie said she'd help me, if I'd pull her out to the play-yard in our wagon, so I did. Henrietta wouldn't help. She just made fun and said we didn't know how to make garden.



2. So we just set to work and showed her. Susie and I just shoveled fast as we could. Baby Rose couldn't help any. She's too little. She's only one and her birthday was last month. But we had to watch her so we let her sit in our wheelbarrow.



3. Susie got all tired out real quick. Girls aren't as strong as boys. But I just kept on working and made garden as fast as I could. I couldn't get it nice and flat like Daddy's though. But then, he's older. Baby Rose just threw dirt out of the wheelbarrow. She's no help.



4. I would of got all done, but Daddy and Mother came and stopped me. Daddy says I can help make his real garden. It's going to be a big one with everything in it. Being the only boy I have to pull the wagon all the time—do you think that's fair?—BIG BOY.





### World's Tallest Corn

I got hold of seed of some of the world's tallest corn. To divide it up among my customers, I offered a packet free last year (and this year too) as a free gift with garden seed orders of \$1.00 or more. Here's a little 17½ ft. stalk grown by John Becker of Sioux Rapids, Iowa.

### Won \$125 and Plow with Tall Corn

D. D. Hill of Batavia won \$125, a gold trophy, and an Oliver tractor plow with a 20 ft. 2¾ in. stalk of corn grown from one of my packets of seed. He wrote, "Dear Henry: Am happy to inform you of my good success with your tall corn seed, as I won 1st prize at Des Moines and also 3rd prize at the Iowa Daily Press contest at Marshalltown. I have never neglected to tell inquisitors that the seed was furnished me by your company." Prize was awarded by Mark G. Thornburg, Secretary of Agriculture.

If you haven't got your free packet of tall corn yet, better ask for it. (See page 3 in the catalog.)

### Field's Triple Size Pkts.

I want you to notice in the catalog on beans, peas and corn that it always says "Price: Triple Size Pkt. (3 oz.) 10c." Maybe you've seen that and wondered what it meant, and maybe you haven't. Anyway, here's the reason.

Most seedsmen offer you a small size pkt. and charge you 5c or more for it. That's all right as far as it goes, but it doesn't go far enough. That small packet won't give you enough for a good look. So I put mine up in big triple-size packets, and charge you just a little more for it. Keep this in mind when comparing prices. You'll find it usually pays to buy from Field's.

\* \* \* \* \*

A prudent man is like a pin: His head prevents him from going too far.



### Another Henry Field Couple

Results of my offering a free peony or rose to newly married couples haven't stopped coming in yet. Here's Mr. and Mrs. Stanley Peipmier of Wellington, Mo., who took me up on my offer. They write, "We are enclosing this picture of us taken on our wedding day, with our order for seeds for our first garden."

That's a nice looking couple, isn't it, and we're glad to welcome them in the Henry Field customer family. Congratulations!

### Bent Grass Lawn Mix 49c lb.

So many folks want to get Bent grass started in their lawns, but still don't want to pay \$1.00 a pound for their seed, that I've worked out a special Bent Mixture. It's made up of genuine Astoria (drought-resisting) Bent grass with some blue grass, and other grasses to give a quick start and will give you one of the nicest lawns you could have. A cheap way to get Bent grass in your lawn.

Sow the same as other lawn grass—real early, 1 lb. to every 200 sq. ft. of new lawn or 1 lb. to every 400 sq. ft. of old lawn if you're thickening it up. You'll have a lawn you'll be mighty proud of. Special low prices for April only: 49c lb.; 3 lbs., \$1.39; 5 lbs., \$2.25, postpaid.

### Sow Lawn Seed Now Don't Wait For A Rain

Don't go waiting for a rain before you get your lawn seed in and then stand around wishing you had gotten it in just before the shower. It's going to rain and you know it, so get that lawn seed sowed and let it lay until it does rain. Won't hurt it a bit more to lie on the ground than in the sack and you're a lot more likely to take advantage of all the spring rains.

Most lawns are in a pretty bad shape. The dry fall did it and they need thickening up. I recommend my Special Lawn Mixture for quickest and best permanent results at the same price as bluegrass alone—39c lb.; 3 lbs., 98c; 5 lbs., \$1.49, postpaid. Get your orders in NOW, so you can get it sowed. Other prices on price list enclosed.

\* \* \* \* \*

No one ever becomes thoroughly bad all at once.



### 217 Qts. Field's Vegetables

"Dear Mr. Field: We have been your customers for a long time. I have eight children. My oldest daughter is married and is sending her order to you for seeds that always grow. Picture of my Blanche with 217 qts. of her canning. She is a 4-H girl. Last year she canned 432 qts. of vegetables and won the record in Custer Co. We feel that a lot of credit was due to your good seeds. We canned 100 qts. of beans." — Mrs. Viola Southwell, Custer, Okla.

### Garden Notes From Stew

I'm not much for writing, but Henry wanted me to get this ready for Seed Sense, so here it is. I hope there's an idea or two here that might be of use to you.

When planting the garden, be sure to plant plenty. As my mother used to say, "Plant some for the worm, some for the crow, some to pull out and some to grow."

\* \* \* \* \*

Be sure and use your garden completely. After one crop is off, put in another. Beans make a good fill in crop, as does late cabbage.

\* \* \* \* \*

In those vacant spaces left around your garden, put in some of the different vegetables. They're good and you'll like them, if you just once try them.

\* \* \* \* \*

A good trick is to plant radish seed very thin and sow carrots, parsley, onions, right in the same row. Pull your radish when large enough and your second crop is already on its way.

\* \* \* \* \*

Don't forget the garden for the children. Let them have one of their own and watch them learn to work and take responsibility. It's a good teacher.

\* \* \* \* \*

Don't wait for the bugs to take your garden. Start dusting early, and follow up once a week with Bug Dust. I can't say too much for this dust of Henry's. It does what it's supposed to do and that's more than most do. We've tried them all in the trial grounds and now use Bug Dust for everything.

\* \* \* \* \*

Plant some new things each year. They're better. I especially want everyone to try the new Early Wrinkled Alaska Pea, the new Sugar Lump watermelons, any of the new hybrid sweet corns, and the new morning glories. They make friends wherever they're grown.

\* \* \* \* \*

Stop buying vitamin pills. Fresh vegetables from your garden are better for you and cheaper.





Tendin' Store

David Brown, grandson of Wallie Meyers, Green Ridge, Mo., doesn't seem to make much fuss about "tending store." He has a puff on his pipe to relax and a look at Seed Sense for a good sales talk on his melons and the rest is just waiting for the customers to come.

These look like Kleckley Sweets, though I'm not right sure. They're good melons, but right now I don't think anything can beat my new Sugar Lump melons. If you haven't tried them, you should. Read all about them, anyway, in the catalog.

Had Early Melons

"Dear Henry:

"I want to tell you about the Sugar Lump Melons. They were simply fine. I had melons 2 or 3 weeks before anyone around here had any. They all went crazy about them. I thought the yellow was the best, some thought the white was and some thought the red one was. They all were fine. I don't think they can be beat. But I am not going to turn the yellow down. The sweet corn was fine, too."—Yours truly, W. H. Stuck.

Everybody who has tried Sugar Lump says the same thing. If you haven't enjoyed them yet, put in a patch this year by all means.—H. F.

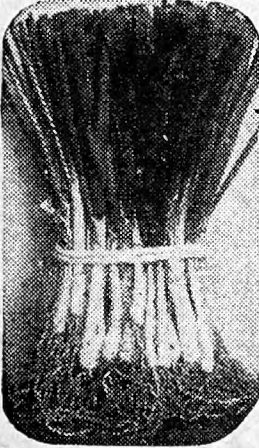
Frost Proof Cabbage and Onion Plants



A Dandy Frost Proof Cabbage Plant

Yes, that is what I said — "FROST-PROOF PLANTS" — that are tough and hardy and will stand heavy frost. They are grown outdoors and even a late snow on them doesn't hurt them the least bit.

All are grown on new ground, so are clean, vigorous, healthy, well-rooted and STATE IN-



Frost Proof Onions

SPECTED. Each year we send out millions of these plants and want your order NOW. We'll save the plants for you and ship at the proper planting time for your locality.

All are carefully packed to arrive in the best possible condition.

	100	200	500	1000
Wakefield .....	45c	79c	\$1.49	\$2.49
Norseman .....	43c	75c	1.39	2.29
Early Flat Dutch.....	45c	79c	1.49	2.49

Postpaid Prices on Onions

	300	500	1000	3000
Riverside Sweet Spanish large yellow.	47c	75c	\$1.39	\$3.29
White Bermuda (very sweet).....	49c	79c	1.49	3.49
Yellow Bermuda (same as above)...	49c	79c	1.49	3.49



2 Children — 5 Heads

Not that Vernon and Isabelle's heads don't look all right, but I don't think I've ever seen any finer heads than those All head early cabbage in the picture. Mrs. Schneider of Lincoln Center, Kans., sent this in and says . . . "Mr. Field: I am sending you a snapshot of our 2 children and some of the Allhead Frostproof cabbage I got from you last year. I raised such fine large cabbage, it's Allhead for me. It sure will head. It's early and a lot of it too. Didn't weigh these, but guess them at 9 or 10 lbs. or better."

Buffalo Grass Almost Gone

Don't put off ordering Buffalo grass, if you're planning on trying it this spring. It's going out so fast, our limited supply isn't going to last much longer.

It has simply caught on like wildfire. It is just the lawn grass everybody has been looking for — drought-resisting, spreads rapidly to make a dense carpet, never gets over 3 to 4 inches tall so doesn't need mowing.

Buffalo grass is one of the old native prairie grasses we have been experimenting with for years. I don't believe anyone else has it for sale, but it is native to this country—that's why it does so well here. Doesn't set seed, but a square foot of sod will give you about 275 plants which you should set 1 ft. apart each way. Water well, keep the weeds down the first month and then forget it. It will give you a solid, permanent lawn you'll never have to mow.

While it lasts, we're selling 1 sq. ft. sod (275 plants, enough for 200 sq. ft.) for \$1 postpaid. 2 sq. ft., \$1.89 postpaid. All packed carefully in moss with full directions.

After Tulips — Plant Annuals

It won't be long now until your tulips will be through blooming. Don't let that bed become an eyesore—get annuals planted right away. It doesn't take much effort and in a few short weeks you'll have worlds of bloom that will last all summer.

Any annual you like is all right. Some of the very easiest to raise are Zinnias, Petunias, Asters, Marigolds, Verbenas, Rose Moss, etc., etc. I could go on and on, but you know them as well as I do. The important thing is to get the seed sowed, so by the time your tulips are died down, you'll have blooms coming on. Most of these annuals will bloom most all summer with hardly any care at all.

Likes All Colors Sugar Lump Melons

"Dear Henry: I want to tell you about the Sugar Lump Melons. They were simply fine. I had melons 2 or 3 weeks before anyone around here had any. They all went crazy about them. I thought the yellow was the best, some thought the white was and some thought the red one was. They all were fine. I don't think they can be beat. But I am not going to turn the yellow down. The sweet corn was fine, too." Yours truly, W. H. Stuck, Renick, Mo.

Beat Cucumber Record

"Dear Henry: I see in your catalog where a lady sold \$8.75 worth of cucumbers after planting 40c worth of seed. Well, I did better than that. I planted 5 rows of cucumbers with a 10c pkg. of your white spine seed last spring and sold \$27.50 worth to the stores here at 1c each and I put up 50 gallons of dill pickles and 30 qts. of sweet pickles and 45 of the bread and butter pickles and gave them away by the bag to neighbors and to our chickens. When the frost came, there were lots of them on yet. I planted them here the 24th of March in good soil."—Mrs. Harry A. Smith, Bishop, Calif.

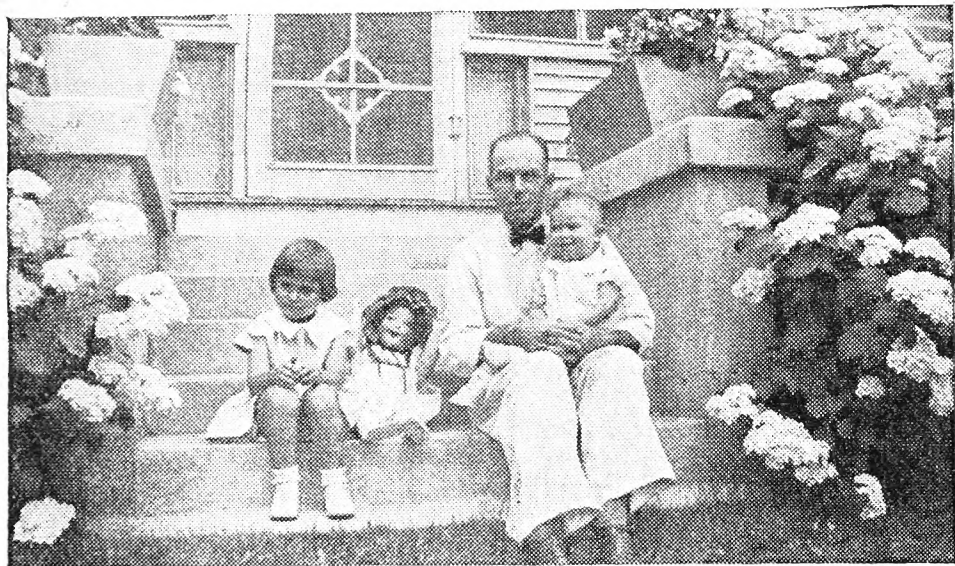


# A Few Henry Field Nursery Stock Boosters—and What They Grew!



## A 'Mum Like You Could Grow, Too

Here's what you can grow if you buy your "mums" from Henry Field. Mrs. Wm. Scharfenbert, Morrison, Ill., grew this Pink Cushion from one of my plants and has a lot more, too. They are literally loaded with blooms for weeks on end and are a sight to behold. You'll find them on page 46 in the catalog and I can send you 6 — 2 red, 1 Pink Cushion, 1 Bronze, 1 yellow and 1 white all for 98c postpaid.



## Field's Hydrangeas Admired

"Everyone admired the hydrangea plants we got from you and planted on either side of our steps, and they were lovely. I'm enclosing another nursery and garden seed order. My husband and two kiddies are sitting on the front steps of our home."

That's Hydrangea A. G. and blooms in the spring. The other Hydrangea (P. G.) has more pointed blooms and blossoms in the fall.

Summer, 1938

Summer, 1939

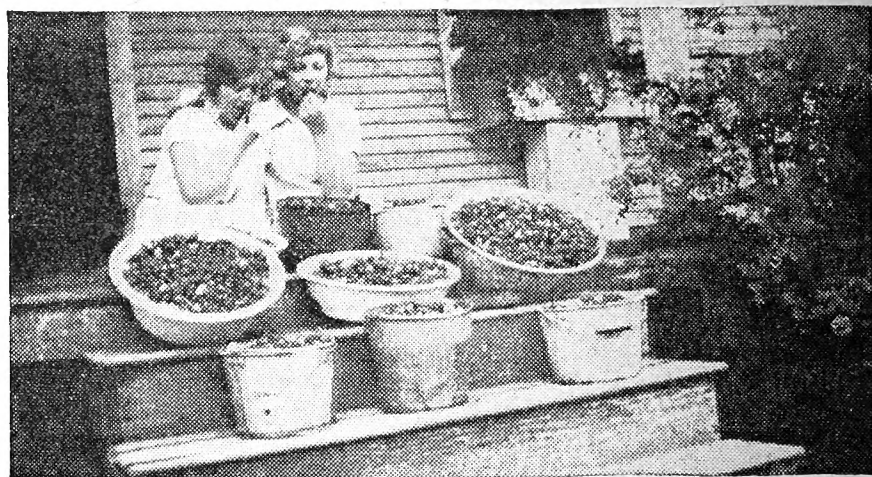


## 198 Out of 200 Lived & Grew Fast

"Out of the 200 Chinese Elm I got from you, 198 lived. They were 12 to 18 inches when set out and now, 1½ years later, are 8 to 10 ft. tall. Everyone admires them."—Mrs. H. H. Linke, Eustis, Nebr.

You can't beat Chinese Elm for fast shade and windbreak. They grow like sin. A lot more people are planting windbreaks this year—I think because of the govt. program. They most all like the Special—

70 Big 24 in. Chinese Elm for windbreak, \$1.01 postpd.



## Likes Senator Dunlaps

"We certainly like your Senator Dunlap strawberries. Had a patch of 4 rows 120 ft. long. We picked them every other day. This is ONE day's picking. We canned 115 quarts one season, besides all we could use fresh."

We certainly are having a run on strawberries this year, and we should. Everybody has room for a strawberry patch and ought to have it. Plant prices are low, too.—H. F.

## ← The Chinese Elm and How It Grew —In One Year!

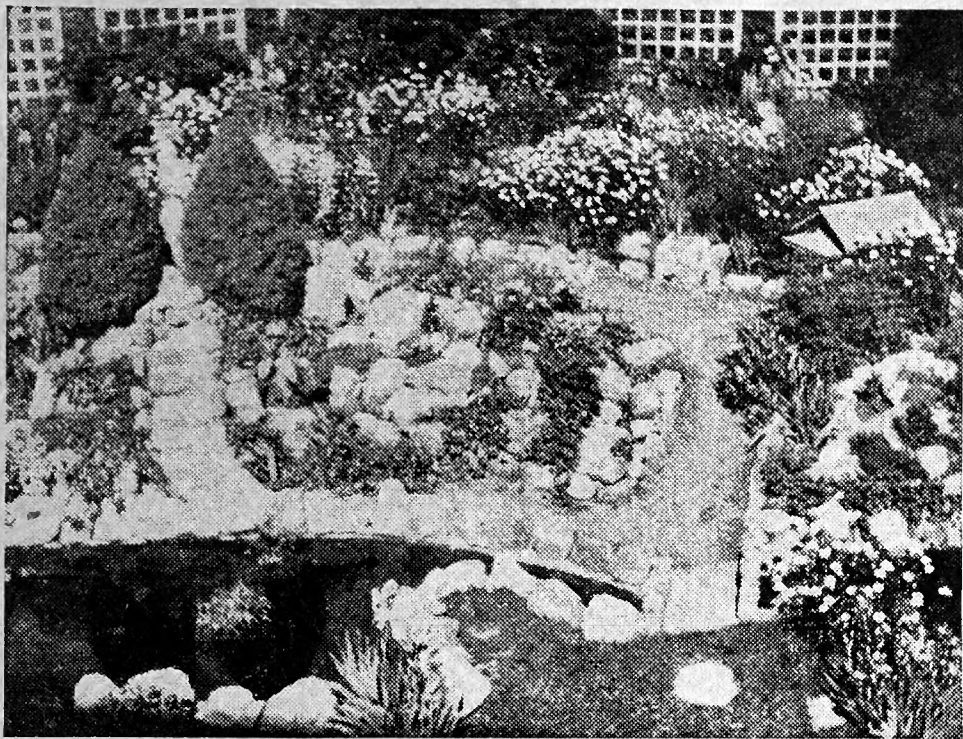
You just can't beat these Chinese Elms if you want shade in a hurry. Here's a good bit of proof sent in by a good customer of mine, Mrs. W. L. Walker of La Veta, Colo. The picture on the left was taken the summer of 1938 and the one on the right the summer of 1939. The girl, Evalyn Gail Ritter, grew too, but not like the Chinese Elm did.

There's no sense spending your whole life waiting for what you plant to grow—especially shade trees. Set Chinese Elms and have the shade while you're living. If you want a real shade tree offer, here's one:

**5** Big, heavy-rooted Chinese Elm, 4½ ft. tall. Heavy caliper and strong roots. Carefully selected and packed. **98c** Post-paid

**FREE: 1 BRIDAL WREATH**





### This Beautiful Garden — All Field's Plants

Isn't this a beautiful sight? It shows real care and thoughtful planting. I'm certainly proud that a gardener of Mr. Holza's ability sends to me for all his plants. Here's what he says,

*"Dear Mr. Field: I have always had good luck with your plants. Am sending you a picture of our back yard, but only a part of it shows. All of the plants and shrubs came from Henry Field. I wish you could see our 4 Chinese Elms we got from you. They are just beautiful. I am sending an order for more nursery stock with this letter."*

F. J. Holza, Clarkson, Nebr., Box 26.

### Roses — Vitamin B<sub>1</sub> Treated!

We're going to lead the pack again—this time by being the first to offer you roses heavily treated with Vitamin B<sub>1</sub>—the new miracle plant stimulant. We've been testing it out carefully in our greenhouse and have been amazed at the wonderful results it has given!

Because of the great amount of extra equipment we have to add to do this treating, we won't be able to treat everything. So I decided to give you rose fans first chance and will treat all rose collections (collections only) heavily with Vitamin B<sub>1</sub>. These treated roses should transplant much more easily—with less shock and should bloom sooner and with bigger blooms than untreated sorts.

This extra treatment is only going to cost you 10c. per collection, but you must ask for it on your order and include your money or, of course, we'll ship you the regular untreated collections. You can get any rose collection treated—the Royal and Radiance collections on the back cover of the catalog (both real bargains), the 1c sale of roses on the catalog envelope, or any rose collection inside the catalog.

As far as I know, this year the only place you can get this service is right here at Henry Field's. Later on, I suppose others may add it.—H. F.

### Vitamin B<sub>1</sub> Selling Fast

Everybody seems to be trying Vitamin B<sub>1</sub> this year. Since I put it in the last Seed Sense, I have had over 800 orders in the first two weeks. Vitamin B<sub>1</sub> is the sensational discovery for stimulating plants. Better Homes and Gardens who announced the discovery report almost unbelievable things done by Vitamin B<sub>1</sub>—huge dahlias 12 in. across, 5 in. rose buds and the like.

In our greenhouse, results have been spectacular, too. No trick to use, simply dissolve in water and pour on your plant. A little goes a long way. Be sure and order some with your seeds. You'll want to work some miracles with your garden this spring. Can furnish two forms:

**TABLET FORM**—Easy to use. Simply dissolve one tablet in 2 or 3 gallons of water. Use solution to water flowers or to dip roots of plants in. Full directions on bottle. 100 tablet size, \$1.00; 25 tablet size, 50c postpaid.

**STOCK SOLUTION FORM**—Concentrated solution. Comes in bottle with eye-dropper. One drop of this solution in 1 or 2 gallons of water is enough. Bottle will make 500 to 1,000 gallons—enough for entire season. Bottle only \$1.00 postpaid.

\* \* \* \* \*

A pupil who was well known for his unexpected answers was one day asked to define "magazine—a publication."

He drawled out, "a small body of literary matter, completely surrounded by advertisements."



### Don't Forget To Plant Fruit Trees

I believe in plenty of flowers and shrubs to make a home look decent, but don't forget to plant plenty of fruit trees. Nothing in the world will return you so much for so little invested. Every home should have at the least three or four fruit trees to keep it supplied with fruit. One big basket of fruit purchased down town costs more than a few trees which would give you bushels of fruit every year for years.

This was taken at Luke and Georgia's (my daughter and her husband) place near Marionville, Mo. They have a big orchard there. This is a Jonathan. No reason why anybody can't do as well with good trees to start with.

### The Different Hedges

If you're interested in something newer and finer in hedges and want to try something different, here's a list I can furnish in a limited quantity. These are all the extra-nice kind—more unusual, more striking than the commoner sorts. Quantity limited on some, so order soon. All are postpaid.

**Red Leaf Barbary**—Grows 2 to 3 ft. tall. Bright red all summer. Can be trimmed or untrimmed. Plant 18 in. apart—10 for 98c; 25 for \$1.98.

**Rugosa Grootendorst Rose**—Covered with roses. Grows 3 to 4 ft. tall. Red or pink. Set 2 ft. apart—Hedging grade 10 for \$1.98; 25 for \$3.75.

**Hansens Bush Cherry**—Grows 2 to 3 ft. tall. Loaded with blooms and cherries. Makes tight low hedge. Plant 2 ft. apart. Hedging size 10 for 98c; 25 for \$1.98.

**Russian Olive**—For tall hedge—Silver foliage. Plant 12 in. apart. 1 to 1½ ft. plants 25 for 98c; 100 for \$3.39.

**Chinese Elm**—Tight hedge, trimmed or untrimmed. Tall or low. Set 9 to 12 in. apart—2 ft. trees—Special bargain 70 for \$1.01 pp.

**Persian Lilac**—Special 1 yr. hedging plants for a tall hedge loaded with lilac blooms. Quick grower—10 for \$1.98; 25 for \$4.25 pp.

Other beautiful, unusual hedges that cause comment wherever growing are Silver King (silver hedge); Baby Roses (always blooming); Anthony Waterer Spirea (low, everblooming hedge); and Bridal Wreath (a breathtaking sight when in full bloom—easy to grow).

### Our Planting Directions Free

If you're worried you don't know how to plant something or are not just sure how to take care of it, don't forget that each order that goes out of here has free planting instructions with it. There's not any mystery to planting anyway—just plain common sense, but just in case you don't know how to plant some particular item, we make it a point to see that you're furnished the information when you get your plants. That's part of Field's service and it's free.

\* \* \* \* \*

"Casey," said Pat, "how do yez tell th' age of a tu-u-rkey?"

"Oi can always tell by the teeth," said Casey.

"By the teeth!" exclaimed Pat. "But a tu-u-rkey has no teeth."

"No," admitted Casey, "but Oi have."



## HENRY FIELD'S SEED SENSE

"FOR THE MAN BEHIND THE HOE"

Published by Henry Field Seed & Nursery Co.  
Field No. 1 Building Shenandoah, Iowa

Henry Field, Editor

### Contributors

"Alfalfa" John Nicolson (Seed)	Helen Field Fischer (Flowers)
Pate Simmons (Seed & Nursery)	LeOna Nicolson (Nursery)
Mrs. Leanna Field Driftmier	Irving Steurer (Garden Seed)
Paul Wilkinson (Nursery)	Frank Field (Seed & Nursery)

Subscription Price—A Garden Seed, Field Seed  
or Nursery Order

## Nursery Quality — Best In Years

This is a good year to buy nursery stock. Never saw a year when stock made out so good. It's partly the weather and partly our severe grading, I guess. Everything we're shipping is the biggest, strongest, healthiest looking nursery stock I've seen in over 50 years of this business.

I'd go the limit on planting this year. This big stock is going to give you real quick results, and that's what you're after—early blooms and early fruit.

And, if when you get your order, you don't think the stock is about the finest you ever used, fire it back and I'll make it right, but I know there won't be any who will take me up on that.

## Use Your Henry Field Store!

Our eleven seed and nursery stores throughout the country have been almost as busy as we are here at Shenandoah. Folks have been coming in by droves. Some come to buy (complete stocks of all seeds and nursery stock in each store) and some come for information on seeding or planting, and some come to meet their neighbors. Whether you come for one thing or another, I want you to feel free to use the store. That's what they're there for and if we can be of help to you any way, that pleases me. If you haven't dropped in yet, find the store nearest you and go in. You can get all your planting needs right there.

Des Moines, Iowa—400 E. Locust and 215 Walnut St.

Fort Dodge, Iowa—505 Central Avenue.

Omaha, Nebraska—1211 Farnam St.

Lincoln, Nebraska—942 P St.

Council Bluffs, Iowa—535 W. Broadway.

Perry, Iowa—1309 2nd.

Chariton, Iowa—North Main.

Carroll, Iowa—126 W. Fifth.

South Omaha, Nebraska—2419 N. Street.

Spencer, Iowa—258 Grand St.

## You Don't Have to Apologize To Henry

You folks never heard me complain about the size of your order, have you? It is true, some orders are so small, it costs more to handle them through the office than the amount of the order, but that's part of the business. You wanted just that much seed and that's all so that's what I send. I want your business big or little. I don't care what size your orders are. One year they may be small, but if I please you you'll come back someday when you have a bigger order and all is forgiven. So, don't think for a minute you have to apologize to Henry like the man in the letter below did. I want your orders big or small and I'm speaking right up in meeting and asking for them.—H.F.

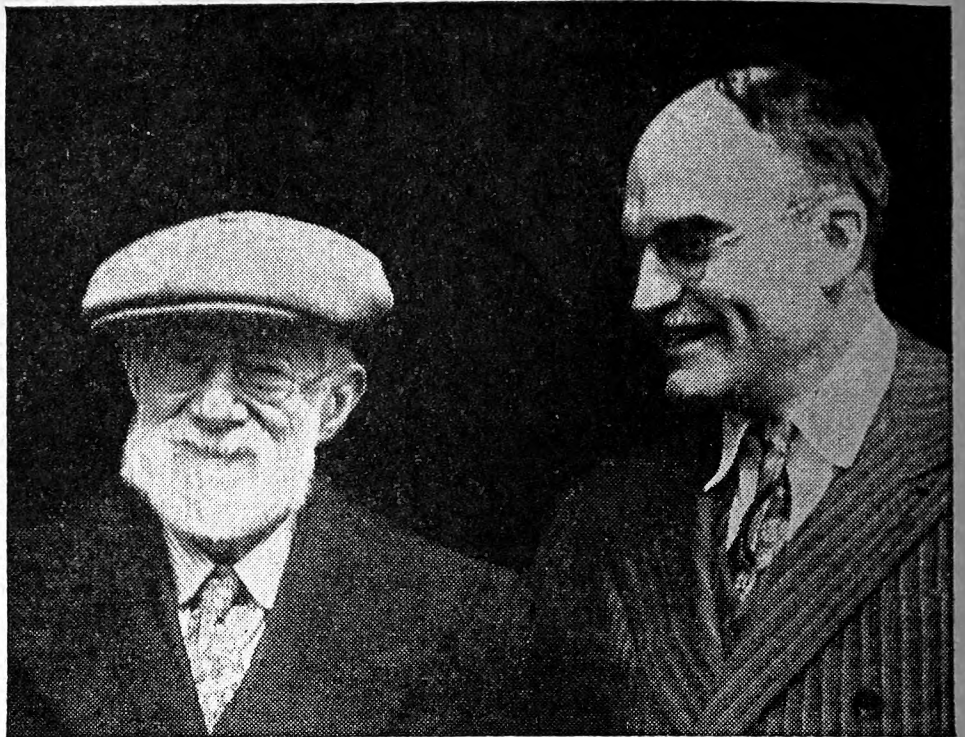
*"Dear Henry: The seed and bush cherries arrived on March 4th and were as sound as a silver dollar. I am satisfied in every way and want to thank you for the free seeds which you sent and wish you a prosperous season and accept my most sincere thanks. I hope to send more orders as I know it costs money to send a catalog out and an order should be big enough to pay the expense. Some don't realize this. Again I thank you for recognizing my order. It was small, you filled it just the same."*  
John Downs, Redwood City.

## Send Me Your Pictures

When you take those pictures this spring be sure and have a print made for me. Seed Sense is your magazine—made for Henry Field customers—and there just wouldn't be any if it wasn't for your pictures.

As always, I pay 50c each for the ones I can use and ask that you send an extra print that you don't want back as it's never decided until just the last minute which ones we can use.

Any pictures—your children, garden, fields, pastures are all welcome. You folks know what generally is in Seed Sense. I especially want pictures of your hybrid corn, your chickens, and pastures. But whatever you send, send them. Remember other Henry Field customers like to see and hear what you look like and what you do just as you like to look the pictures over yourself.—H.F.



## 90 Years Old And Still Coming

Here's a picture I think everybody will be interested in.

This is Alfalfa John Nicolson with one of our oldest regular customers—J. C. Heck of Mound City, Mo. Mr. Heck was 60 when he started to trade with me and he has been coming in regularly each spring now for 30 years. So that makes him 90 and he can 'young man' me. He doesn't even ask to see the seed—he just takes our word that it's good and has us load up his car.

This year his order called for 5 bu. of Best Red Clover, 5 bu. Best Sweet Clover, 450 lbs. Brome grass, and 8 bu. of Timothy. From that order you can tell he's no small farmer, and we're mighty proud he won't trade with anybody but us.

## Ever Try Bug Dust For These?

Bug Dust has been almost miraculous in its work wherever used. We get hundreds of letters every day from customers saying they couldn't garden without it. But most interesting are all the uses they cook up for it besides using it as combination insecticide and fungicide at which it is so successful. Here are just a few of many hundreds. Maybe you will find some you will like to try. Understand, I haven't tried these all and can't vouch for them, but the letters claim on a stack of bibles that they work.

1. "We mix Bug Dust with water and pour it around trees to get those grubs or borers."

2. "I dust Bug Dust on my sweet corn silks and am never bothered by ear worms."

3. "I stir Bug Dust in the soil of my house plants to stop those little black flies which come from those white worms."

4. "We mix Bug Dust in the soil when planting melons and the like to stop rodents from bothering them. Three cheers for Henry Field's Bug Dust."

5. "I dusted the window sill that Box Elder bugs came in with Henry Field's Bug Dust and not a one is in sight now. I have tried every preparation known, and this is the first that stopped them in their tracks."

Bug Dust has made a real reputation. I don't know how many hundred write me that they couldn't garden without Field's Bug Dust. It leaves absolutely no poisonous residue like Arsenics, but still is effective as anything I know. If you're troubled with bugs, try my Bug Dust. 3 lbs. \$1.00 or 2 lbs. and a dust gun for \$1.00 postpaid.—H.F.

## By Way of Contrast

"The Detroiter" carried a thought provoking advertisement the other day.

It pictured a four-cylinder limousine of 1910 that sold for \$5,500. By its side was pictured a 1937 eight-cylinder car of the same make, almost inconceivably superior, selling for \$1,075. A reduction of more than 80 per cent in cost, and a car 10 times as good.

Then, beneath legends showing that in the same period federal tax payments in Michigan have increased 5,938 per cent; cost of federal government 1,068 per cent; per capita cost of federal government 735 per cent; public debt of the federal government 5,075 per cent, and the per capita federal debt 2,120 per cent.

Following this was the sole comment—in six words:

"Which needs reforming—business or government?"—H.F.



## THE PLANTER'S PRAYER



Father, in Heaven, giver of all good and perfect gifts, creator of all things, ruler of all things, we bow before Thee in the sunlight of these bright spring mornings, with thankful hearts and ready hands. We realize that in these seeds Thou hast created life. Above us float the clouds, from which Thou dost send the rains; and beneath our feet are stored the elements from which, by Thy great process of life and growth, will come the fruits, the vegetables, the grains and

the flowers for our needs and enjoyment. Lord of all things, who hast put in our hands these seeds, and unfolded unto us the great opportunity of planting, cultivating and receiving the benefits therefrom, grant us to be partners with Thee in these activities of life, to learn more of Thy ways as demonstrated in the flowers of the field and the fruit of the trees. Give us a greater insight into the perfect laws of Thy creation, and a more dependent spirit of faith in Thy way. Amen.

James Pearson, KFNH Radio Pastor.

## Read Seed Sense 25 Yr.

I think I've got more good **FRIENDS** (not just customers) scattered out over the world than most business men ever have. Seed Sense has helped me make friends since I can visit with you all and your letters have made me acquainted with you. Here's how one of my friends feels about it:

*"Dear Mr. Field: I do like to read your letters in Seed Sense. No doubt you have served out the best seeds and more of them than any other house, but all that is because you are one of the farmers themselves. You write and talk to them of things that interest them. To those who receive Seed Sense and have for the past 25 years or more, it is just like meeting you on the road in the old top buggy. They pull up, say 'Whoa' to the horse, and 'Good morning, Henry. How's the folks?' And you tell them about the folks, about your crops, the neighbor's baby, and the rest. To my mind, that is what has brought your business the great success it has attained."—Miss Florence M. Bradford, Deere and Company, Moline, Illinois.*

## Ever Bothered By Mosquitoes?

I don't know whether you folks are interested in this or not, but I was, when I first heard about it, and am going to pass it on to you in case you are.

It's a new reliable product that absolutely keeps mosquitoes, flies, chiggers, and gnats off of you. You simply rub it on, and in a minute or two it's dried off, leaving only an invisible repellent that keeps these pests a long way off. There's absolutely no odor, except a vague pleasant smell when you first put it on—after that no odor. Won't harm the tenderest skin—no irritation at all.

It works (I'll guarantee that because I tried it; I put it on one hand and not the other and although the flies bothered the untreated hand, they sure left the treated one alone). Can get you a good sized bottle for 35c postpaid, if you're interested. Send it back, if what I say isn't true. When you order, ask for STA-WAY.

## Save On Paint!

Always did think paint prices were generally too high. That's why we had our paint specially made for us to our own rigid specifications at a factory that didn't want to get 16 prices for their goods.

And that's why some savings on our paint run as high as 50% with a paint that still gives you greater coverage and is made of the finest ingredients.

So, if you're planning on doing some painting this spring, don't buy until you get my new paint booklet—just printed. It's free for the asking and you won't want to miss the advantages you get with our paint. A postcard or request on your order will do.—H.F.



## Mrs. Field With Some 'Man-Size' Bellmars

I took this snapshot of Mrs. Field down in our Ozark garden last summer. She had just picked a mess of Bellmar strawberries for making jam. Notice the size of the berry in her hand! And would you believe it, it is good eating all the way through with no hard core or hollow spots. They bear a long season, aren't susceptible to any disease and will grow anywhere. We price them 100 for 89c or 200 for \$1.69 postpd.

Everybody has room for strawberries. Set them 24 in. apart each way and even if you only have a spot 10 ft. square, you'll have more berries than you can eat. See the low prices page 22 in the cat.—H.F.

## Ed Clark Likes Brome Grass

Here's a man who has 120 acres of Brome grass and tells how he sows it. Sounds like a pretty good idea to me, too.

*"Dear Sir: I saw in Seed Sense that a lot of people ask how to sow Brome Grass. I take an ingate seeder and open the oat hopper up as wide as I can open it. I have someone drive for me and take a dipper and drop the seed in the seeder as fast as it takes to sow 15 pounds to the acre. I drive about 18 ft. apart. That is as far as the seeder will sow and you will get a good stand. Took me 3 years to learn how to sow it.*

*"I have 120 acres and have a good stand. It will pasture two head to the acre or cut two or three tons of hay to the acre. It's the earliest grass in the spring and the latest in the fall. If this does your Seed Sense readers any good, you are welcome to it."—Ed Clark, Arthur, Iowa.*

## Free Postage and Packing At Fields

Don't include extra money for postage and packing on nursery stock when you order from Henry Field. I know you do when you order from a lot of nurseries, but we pay for all that ourselves. Our prices as listed in the catalog are all that you have to pay and we don't try to get double price by adding on 'extras'. The only exception is big shade trees which have to go express and we even pay that on \$10 orders or more. So don't be fooled by those extra charges. Buy at Field's and get more for the same money.

## We Still Sell Radio Hymnals

Quite a few folks have written in lately to ask if they can still buy our ever-popular Radio Hymnals. They certainly can. We send them out by the thousands every year as they have more of the old favorite hymns and seem to please folks more than any other hymnal.

We sell the fine quality cloth bound hymnals at 60c ea.; 12 or more 50c; 25 or more at 40c each and the strong manila bound copies at 50c each; 12 or more 40c each, 25 or more 30c each. Those prices are postpaid.





### Readin' Henry's Seed Sense

"This sure is a nice magazine Mr. Field puts out. It has too much readin' in it to suit me, but I sure like the pictures—especially of Henrietta and Big Boy. Maybe, some day he'll put one out all pictures."

The little girl so busy reading is Elizabeth Ann Allen, granddaughter of Mrs. R. S. Hughes, of Dawn, Mo.

### Few Crepe Myrtle 29c

Any number of people have wanted to buy Crepe Myrtle, but I've never sold it to them. It's really a shrub for the south. I admit it's the prettiest shrub in the world, but if it isn't hardy everywhere, I don't like to list them. They do all right up to about the middle of Missouri, but up here at Shenandoah the tops winter-kill and have to come up from the ground each spring, and they need winter protection.

Anyway, for you southern customers and you northern customers who want to try this shrub, I can send you either red or pink at 29c each postpaid.

Oh yes, if you've never seen it, you've missed the world's greatest sight. Blooms twice as heavy as Hydrangea P. G. (blossoms look like that, only larger) and is loaded solid all over the plant.

### Save—Use Quantity Prices

Lots of folks order 4 fruit trees of one kind, and 1 of another, and want to know if they can get them for the low rate per 5 trees. Absolutely yes. It's a good way to save money. If you're buying 5 or 10 or 100 fruit trees in all, but they are different kinds, you may use the rate earned by the total quantity of fruit trees you buy and you'll be surprised how much you save.

The same is true of shrubs. By buying in quantity, you get low quantity prices for the total number you buy, even though part of your shrub order is for one kind and part for another.

Buying this way, you can get apples and peaches for as low as 12½c each, plums for as low as 19c, shrubs for as low as 15c, etc. Buying at Field's pays, doesn't it?

\* \* \* \*

The difference between just an ordinary doctor and a specialist is about twenty-five dollars.

\* \* \* \*

Get your rose bed out in full sunshine away from trees. They like that best.



### See What We Grew!

"Aren't these nice beans we got from Mr. Field? They yield too much and there's too much picking, but they look nice, don't they?"

That's Cecil Conrad, son of Mr. and Mrs. Cleo Conrad of Wheeler, W. Virginia. Yes, they even use my seeds clear out there. Mrs. Conrad says, "These are the Stringless Yellow Pod and we think there's no bean quite like them."

### The New Fuchsia

There has been a lot of fuss made this year about the new fuchsia—how hardy it is and how beautiful. There's no doubt about its beauty for it's really the most gorgeous thing you ever saw—simply loaded with blooms, hanging down over the entire plant. But there is some doubt about how much hot dry weather it will stand. I didn't list it in the catalog, but have had so many requests for it I'm pricing it now at only 39c each postpaid. You don't need to pay more than that even though it's asked. If you have a few extra cents, by all means try it. If you're a good enough gardener, you'll be rewarded a thousand times over.—H. F.

### When To Plant Glads

Lots of people don't seem to know just when or how glads should be planted. There's nothing to it. Wait for the ground to warm up, then start putting them in, planting some one week and some the next and so on so you'll have blooms coming on all summer. 4 to 5 inches deep is about right and about 5 to 8 inches apart.

You can't have any trouble with glads. Our bulbs are the finest "high-crown" bulbs which means they are plump and round—not like the flat exhausted bulbs you see for sale in some stores cheap. Any of the collections we have this year is a real bargain, but one of the most popular is the rainbow glad collection on page 29 in the catalog. These are all named and you get 5 bulbs each of 10 choice varieties for only 98c postpaid. Other real glad bargains are there on page 29 and on the back cover of the catalog.

\* \* \* \*

Lots of folks who seem to profit most from their mistakes seem to have the least.



### Oh My! Listen To Henry

"That man, Henry Field, sure talks on the radio. Though he mostly talks about planting and things like that, I sure like to listen."

This was sent in to me by Mr. and Mrs. Roy Ecker of Elmo, Mo.—good customers of mine.

### Some Landscaping Tips

Here are the answers to a lot of questions you have been sending in about planting your lawn. I think you'll get some good ideas out of them.

Every home should have a shrubbery border along at least one side of their lot. Put taller shrubs at the back and set about 3 ft. apart, and lower shrubs at the front about 18 in. to 2 ft. apart. Planting in groups of 3 to 5 makes a more attractive planting.

\* \* \* \*

In front of this shrub border, put in lots of perennials. They give color and if you plan right, you'll have blooms all summer—first the iris, oriental poppies and peonies, then the summer bloomers and then the fall bloomers—mums, etc. Don't crowd perennials too close to shrubs. Plant in clumps of 3 to 5.

\* \* \* \*

For foundation planting, plant tall shrubs at the corners and near entrances and low shrubs under the windows. Set out at least 18 in. from the foundation. Place a few low-growing shrubs—such as Spirea Anthony Waterer or Red Leaf Barberry—in front of the tall shrubs. Evergreen planting follows the same rules.

\* \* \* \*

Most people like to edge their borders in big, generous curves. You can do this by throwing out a garden hose in about the shape you want and then spading up to it.

\* \* \* \*

Don't worry if your plants don't start growing the day you put them in the ground. They need a little time and some plants start slower than others.

\* \* \* \*

When setting hedge, be sure to prune it severely right after setting. This makes for stronger plants and more bushy growth close to the ground.

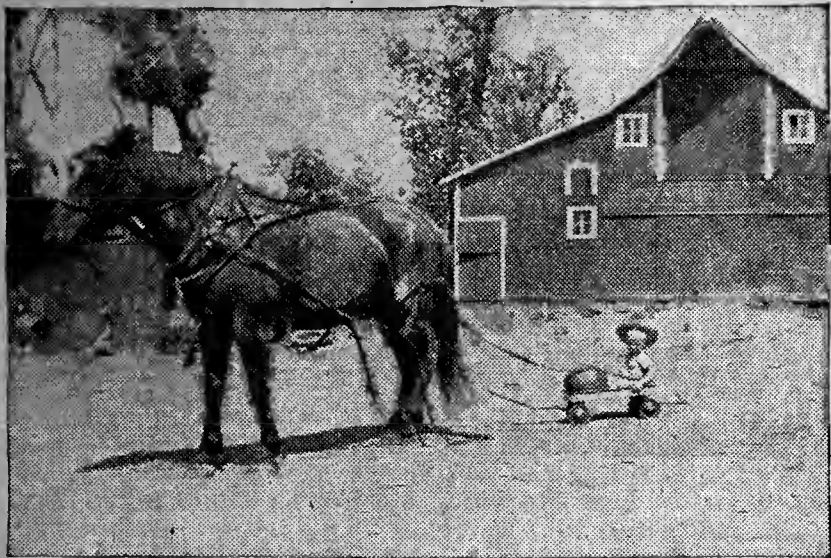
### Likes New Gem Everbearer

"Dear Mr. Field: The 50 New Gem Everbearers I bought last spring gave me 50 quarts of berries last fall. They were the marvel of everybody—such nice large berries and plants. I plan to plant many more this spring."—Laura Gilmore, Edmond, Okla.

\* \* \* \*

For the newest idea in farming read about the Mule-Hybrid Weather-Proof Blend on page 15 of this Seed Sense.





### Will The Horse Hold Out?

Little Jackie Nieman (2½) son of Henry Nieman of Emerson, Nebr., is all hitched up and ready to go to town. Everything looks like it will be all right, if the horse just can hold out. That's quite a load, Jackie, for any horse, even a nice looking one like that.

### Help On Cemetery Plantings

Most all of us have some cemetery spot we want to keep planted nice and the problem is, what to plant that won't take much care and still will look well. Maybe I can give you some ideas that you didn't know.

Baby Roses are first. They are low-growing, hardy as Eskimos, and bloom all summer long. Gruss An Aachen is especially choice as its blooms are as big as hybrid teas. You'll find them in the catalog page 31 at 37c each, 3 for 98c pp.

Then of course peonies are ideal as they need no care. I have made a special Memorial Day collection (page 49 catalog) of varieties that bloom for Memorial Day. 4 fine varieties in 4 colors for 89c postpaid.

For grass, Buffalo grass is ideal. It is the most drought resistant grass we know, never needs mowing. I think it's best though regular blue grass is perfectly all right, but needs mowing.

And don't forget a low-growing barberry hedge never needs trimming and always looks nice and if you like an evergreen or two in the corners of the lot is nice. Subulata Phlox which spreads over the ground and blooms in the early summer is hardy and needs no care. There are plenty of other things too, but I thought these suggestions would remind you of some you had not thought about.—H.F.

### Questions and Answers Dept.

One of our regular services on top of just selling you seeds and nursery stock is answering your questions about planting. We get thousands of letters a day—big bags of it—but we're glad to answer them all. That's what we're here for. We don't care whether there's an order in it for us or not. Usually there is and of course that's what we're in the business for, but there doesn't have to be. Look over the questions and answers below. Like as not, the one you were going to ask is answered there. Anyway, it ought to help you some.—H.F.

**Q. Can ear worms in sweet corn be at least partly prevented?**

**A.** Yes. A great many customers and we, in our trial grounds, have put a crimp in them by dusting Bug Dust onto the corn silks just as they begin to silk out and also a few days later.

**Q. Do you cut tulips off after they bloom?**

**A.** You can cut off the blossom and stem, but leave the leaves until they turn brown. Then you can cut them off. The leaves gather food for the bulb, so they can bloom again next year. Sow annuals around the tulips, so your bed will be full of bloom all summer.

**Q. Do you sell tomato plants?**

**A.** No. They do not ship satisfactorily and I think you will be more pleased buying them locally. Our onions, cabbage and sweet potatoes are another story. We can do better for you than you can do most anywhere and give you genuine varieties, but I don't think tomato plants should be shipped even though I'd like your business.



### This Little Pig Sat Up

I've been telling you there was no breed to beat these Spotted Poland Chinas of ours. And if you don't believe me, look at this picture. Can your pigs do this? Whether they will or not, if they came from our registered herd, they are going to make you money. This is Donald Dean Wood, son of Mrs. Leon Wood, Purdin, Mo., with his pet pig, Honey.

**Q. What is the white stuff on my roses?**

**A.** Probably mildew. You should dust with Bug Dust before it appears. Then you can generally prevent it. Start dusting at once with Bug Dust once or twice a week and you can generally control it.

**Q. How do you make tomatoes bear more?**

**A.** Don't put on too rich soil. Give them some shade, for hot sun keeps blooms from setting fruit. Try Scarlet Slicer on front cover of catalog, if your present tomatoes don't bear enough—Scarlet Slicer will.

**Q. I want a tall screen to hide neighboring buildings. What should I plant?**

**A.** Set Lombardy Poplars 7 ft. apart and put a Bridal Wreath plant between each tree. I will send you 7 Lombardies and ten Bridal Wreath for \$1.39 postpaid, and you can make a beautiful and permanent screen.

**Q. Will your varieties of strawberries mix?**

**A.** No. All varieties are perfect and cannot mix unless a runner runs over into another row, but that isn't real mixing.

**Q. What vegetables can I use to follow up my early plantings?**

**A.** A good question. Best are beans, beets, carrots, corn, cucumbers, lettuce, turnips, kale.

**Q. How do you sow soybeans?**

**A.** Use 1½ bu. per a. with corn planter double rowed; single rowed, use 1 bu. per a. With grain drill (all holes running) 2 bu. per a. Harrow beans often to keep down weeds. Do this in afternoon when plants are tough and only after they are up and have 4 leaves.

**Q. Will you change collections around?**

**A.** Sorry, can't do. You see, we put these up in advance and are able to make them cheaper for that reason. To change them would mean we would have to charge you more.

**Q. How do you sow Brome Grass?**

**A.** Brome grass, Brome Grass Hay and Past Mix and Crested Wheat grass may be sown with endgate seeder. Drop small quantity in at a time or mix in oats (about 15 lbs. per a.) to carry the seed through. Don't get over ¼ to ½ in. deep. Have your seed bed firm like for alfalfa.

\* \* \* \*

The reported coal shortage in Germany leads us to believe that even Hitler can't fuel all the people all the time.—Selected.





### Another Prize-Winner With Field's Seeds

"Dear Mr. Field: I am enclosing this picture with my order for garden seeds. This is myself and home demonstration agent in my prize winning garden. I am on the left. In a state-wide garden contest, my garden was first in the county and first in the southwest district including 19 counties. I feel that part of my success was due to Henry Field's high grade seeds. This is my 3rd year to order seeds from you."—Mrs. Albert Kluver, Hinton, Okla.

### Tip On Feeding Trees

Isn't it a shame the way some of the beautiful, big, old trees are dying the country over? The drought and improper feeding is causing most of it and it's up to us folks to save the old ones as well as planting new ones. Here's one way to help:

Punch holes in the ground clear around the tree as far out as the branches extend. Fill them with Vigoro mixed half and half with dirt. Figure about 1 lb. of Vigoro for each inch of circumference of the trunk, and watch that fine old tree in your yard throw back its shoulders and act young again. Vigoro is listed on 50 of the catalog at only \$4.00 per 100 lbs. You can use my Sheep-O-Lizer too. It's \$1.95 per 100 lbs. and the best you can use for lawns.—H.F.

### Likes Seed Sense

"Dear Sir: Your garden paper, Seed Sense, came last week. Surely enjoy it. I liked the definition on 'New Dealism.' I want it published in our little town paper. Keep your garden paper coming. Later we want to send you an order for several hundred strawberry plants."—Mrs. Oscar Grenther, Camp Point, Ill.

## Get Your 3 Garden Helpers Now! You'll Need Them Soon

There's no use any more breaking your back over a hoe all afternoon when these three gardening tools are so cheap. I mean it. They'll save you hours of work and do the job 50% better, too. The Rotary Mulcher is a new tool and is something you all should have. It works easy, doesn't clog and mulches the soil absolutely perfect. Get one and try it. If it isn't everything I say, I'll trade back.

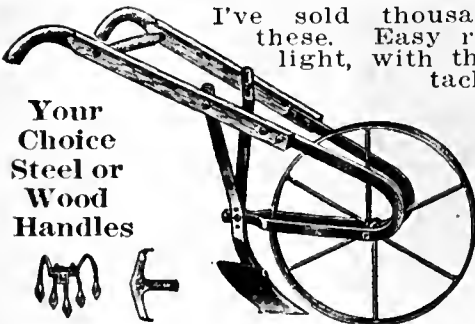


#### No. 1 Drill Seeder

Attaches to high wheel cultivator. Sows all seeds right depth and thickness. \$2.98. Add 32c postage.

#### High Wheel Cultivator

I've sold thousands of these. Easy running, light, with three attachments.



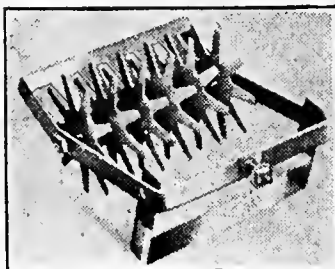
Your Choice Steel or Wood Handles

Only \$2.98

Add 32c postage.

#### New Rotary Mulcher

New this year. Attaches to cultivator to pulverize soil. I'm wild about this tool and you will be too. Only \$1.89 each. Add 20c postage.



### Two of My Junior Seedsmen



"Dear Mr. Field: I received my seeds Friday and sold them all Saturday. I am glad to be a Junior Seedsman. I am 13 years old and in the 8th grade. I have lived on a farm all my life. Please send me the pencil and the wrist watch. I listen to your program every evening and we all enjoy it."—Minerva Minor, Rt. 3, Nebr. City, Nebr.



"Dear Mr. Field: My conglomeration garden that I bought from you for 1c with my mother's order grew so good last year. I raised turnips, lettuce, tomatoes, beets, carrots, watermelon and a long list of other things. Mother sure thought it was a fine garden. I will try hard to sell all my Junior Seedsman collections."—Corrine Combest, Edgerton, Mo.

Any of you other boys and girls who haven't sold your Jr. Seedsman set, better get started. It's easy (like Minerva says) and you can choose a \$1 bill or any of a dozen different premiums for your prize. Still time. See page 6 in the catalog.

### Out Of The Letter Basket

"Dear Mr. Field: I am sending another order for seeds. I raised a very good garden last year with plenty of good, hearty vegetables from your tested seeds. I enjoy the catalog and Seed Sense immensely. Please send them again."—Mrs. Fred Stearns, Dysart, Ia.

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"Dear Henry: Just wanted to tell you that we have used your seeds for 35 years and have always had good luck."—M. J. Davis, Rt. 1, Admire, Kans.

\* \* \*

"Dear Mr. Field: This office wishes to express to you our appreciation of the way you have worded the paragraph on forwarding and returning your seed catalogs. Many catalog houses are not explicit in stating what they desire. Very respectfully,"—United States Post Office, Silver Creek, Neb., Berniece B. Simmons, Postmaster.

\* \* \*

"Dear Henry: We are always so glad to get your Seed Sense and read it over and over many times. A year ago I ordered two Niagara Grapes from you, and this spring they had the finest Grapes, the most delicious smell half way across the yard, they are sweet as sugar, and now I am sending for the Golden Muscat. I have the Concord I ordered 11 years ago, and I made six gallons of Jelly from a bushel of them this year."—L. Simmons, 3338 Liddesdale, Detroit, Mich.

\* \* \*

"Have ordered from you for ever so many years, and always been pleased with our garden. Many of my children also order from you now. Your seeds are always reliable, so we only have to plant once for a stand. I always read your Seed Sense from cover to cover, so much good in it. Your catalog is surely fine and when I start to order flowers, can never make up my mind where to stop."—Mrs. Mary L. Stull, Forbes, Mo.

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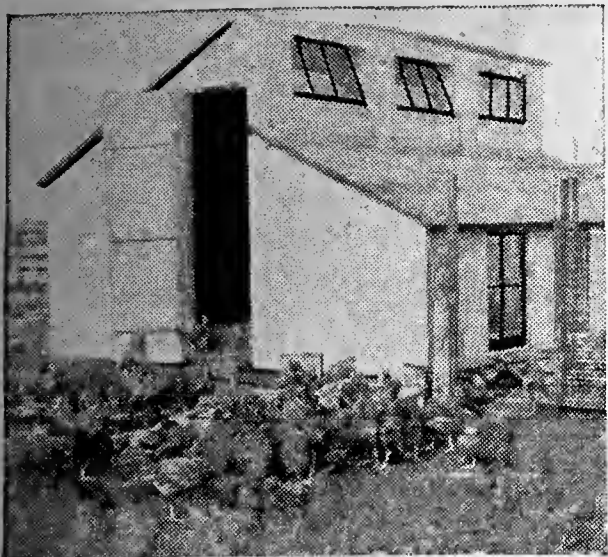
"Dear Mr. Field: I bought some Hopi Indian Lima Beans seed of you three years ago, and last year I sure raised some Hopi Beans. I had one vine that had 403 pods, 958 beans, and measured 1 3/4 qts. green shelled beans, all from one bean. Now, can anyone beat that? We think they are the best lima bean we ever ate."—C. T. Davis, Paullina, Iowa.

\* \* \*

"Dear Mr. Field: Nearly everyone had everything cut off in their gardens by cut worms. I used Field's Bug Dust and not one stalk of anything in my garden was cut off. Every seed I planted grew. From 1/2 lb. of peas I picked 10 pails full."—Mrs. Bertha Patterson, Willard, Kan.



# FIELD'S LOW BABY CHICK PRICES TO CONTINUE THROUGH APRIL!



## "Field's Chicks Can't Be Beat"

"Dear Mr. Field: Here are a few of my Buff Minorcas that I got at your hatchery. I sure am pleased with the money-makers as I don't think they can be beat. My motto is 'If they come from Fields—you will reap the yields.'"—Mrs. J. A. Johnson, Freeburg, Mo.

That's right, Mrs. Johnson—Field's chicks are bred-to-lay. They cost no more, but they make you more in profit.—H.F.



## Field's Chicks 'No. 1'

"Enclosed is a picture of my mother feeding her flock of chickens that she bought from you. Field's chicks are 'No. 1.' " Sent in by Miss Mary West of Syracuse, Nebr. The Wests have bought of me for years.



## Another Field Chick Booster

Mr. S. T. Boyd of Hooper, Nebr., is a believer in Field's White Leghorns. This is a picture of himself, he sent in and he wrote on the back, "Dear Mr. Field: I am writing you a line to tell you how much we enjoy your Seed Sense. We like your seeds and chicks. They are the best we ever used. And say, your Bug Dust does the work."



## Some of Field's White Rocks

Mrs. Andy Ferguson down at Maysville, Mo., is a believer in White Rock chickens. These are pullets that she got from us. She says, "I got all my seeds, shrubs and chicks from you this spring and they were all nice. Thanks for the prompt service."

## Hurry in Your Order This Month to Get These Low Bargain Prices!

We've never seen the demand so heavy for Field's baby chicks as it has been this spring. The hatchery has literally been swamped with orders. Partly it's because of our extremely low prices, but mostly it's because people know **FIELD'S CHICKS ARE BETTER BRED** and **FIELD'S CHICKS PAY BIGGER DIVIDENDS**.

Despite the heavy bookings, I think we can keep our low chick prices for 30 more days. But I can't promise. If you want a bargain in chicks—get your order in **NOW** and be sure of getting present low prices.

## Henry Field Chicks Recommended Best The Country Over!

\* \* \* \*

"Dear Friend: Last spring I invested \$9.90 in 100 of your S.C.R.I. chicks which did splendidly. Started laying July 20th and were shipped to me March 5th. I also had two hens hatch from them, bringing me 21 chicks out of 30 eggs hatched September 21st."—Mrs. Willis I. Graham, Marysville, Kans.

\* \* \*

"Dear Friend Field: Last year I received my first Buff Orpington chicks from you. Had extra good luck for early chicks. Raised 88 from the 100, had 23 hens and 10 roosters for my whole flock. When my pullets were 6½ months old, I got the first eggs. You can look forward to an early order from me this year."—Corrine F. Coats, Hallsville, Mo.

\* \* \*

"Dear Mr. Field: I have been wanting to write you about my Speckled Sussex. I got 100 from you, and Mr. Field, I never had such wonderful chicks. They grew faster than my other chickens which were 3 or 4 weeks older."—Mrs. Fred Victora, Earlham, Iowa.

\* \* \*

"Dear Mr. Field: Received my chicks and they are the best chicks I ever had. When I opened the box, they just hopped out and started to eat. Thanks a lot."—Mrs. Helena Hiebert, Osabrock, No. Dak.

\* \* \*

"Dear Mr. Field: Last year I ordered 25 Legorca pullets from you and raised 23. This was my first try at chicken raising. These pullets began laying in October, and by December 1 they were laying an average of 72% and kept over that all winter with March average of 85%. Living in the city I have to buy all their feed and therefore keep them culled very closely. Last fall my country relatives laughed at my '2 x 4' hen house and handful of hens—but that handful of hens have kept my family and one neighbor in eggs all winter, besides 2 and 3 dozen eggs a week to other neighbors. They have paid for their feed, averaging 22c per hen per month, and paid me a small profit, and we have had all the fresh eggs we could eat. I shall always buy my pullets from your hatchery. They more than pay for themselves."—Mrs. John J. Olson, Fort Dodge, Iowa.

## CHOICE OF ROSES or CHINESE ELMS FREE with CHICKS

Because these gifts were so popular last month, we are going to extend all 3 offers one more month. You may order for any shipping date, but we must have your order **NOW**. We give these gifts to help us plan our hatches, so ask that you send your chick order, now, even if for May or June delivery.—H. F.

### CHOOSE THE GIFT YOU WANT AND STATE ON ORDER

#### 25 CHINESE ELM FREE

Big 1 ft. trees for wind-break or wood-lot planting. Ideal size for transplanting. Sent **FREE** with your chick order during April, if you ask for them, or,

#### 2 FIVE FOOT CHINESE ELM FREE

2 Big 5 ft. Trees. Will give you quick shade in a hurry. Send **FREE** with your chick order during April, if you ask for them, or,

#### HYBRID TEA ROSE FREE

Beautiful, giant, 2 yr.; Everblooming hybrid tea Rose. Your choice of color. Sent **FREE** with your chick order during April, if you ask for it.

### Get Those Chick Orders in

It's high time you get your chick orders in. Even if you don't need your chickens right away, by ordering **NOW**, you make sure you get the chicks the day you want them. Prices are low now too and you are smart to take advantage of them.

### Book Your May and June Chicks NOW—Prices Guaranteed Against Decline

We're booking May and June chicks galore now at our present low price. If you're planning on buying, please get your order in soon so we can sure take care of it. Remember, Field's prices are guaranteed against decline—you get the present low price even though prices might go up, or if they go down before your delivery, you get the low price then. You can't lose by ordering from **FIELD'S NOW** and you get your chicks the day you want them. Send your order **NOW**.—H. F.





### These Weanling Spring Pigs— \$10, \$12.50, \$15

I'm not bragging when I say I've got the finest bunch of weanling spring pigs in the country. Those in the picture are just a small sample. All are registered, double-treated, and come with health certificates. Will have both March and April litters ready to ship from May 1st on at \$10 each or 3 for \$27.50. Another pen (a little larger) at \$12.50, 3 for \$35 and the largest at \$15 each or 3 for \$40. Can furnish unrelated pairs or trios. All are sired by such boars as Foremost (our World's Jr. Champion), Spotted Diamond, Thickset Design, Field's Wonder, etc. If you want real pigs, just give us your order. We guarantee to please you.

### Notice That Hog House—the Kind to Use

Good pigs deserve good housing and if they get it, they do better, make more money, and are easier to care for. That's why I'm a firm believer in the Economy Hog House and that's why we use them here on our large hog farm at Sleepy Hollow. This house has no-draft ventilation, automatic and individual self feeders and waterers for each sow, central heating plant and doors that open and close automatically. They're reasonably priced, too. Drop me a card if you want more information about them. H.F.

## News from Our Hog Farm

Have a few fall spot pigs (they sold great guns this winter) that are real buys. Both boars and gilts are around 100 to 175 lbs. and are priced at \$15 to \$25.

\$30 to \$45 will buy you one of our extra-fine spot gilts or sows bred for April and May litters. They're guaranteed.

If you're interested in the new Hereford hogs, we have only a very few for sale, so you better talk fast. Bred gilts at \$40 to \$50; few weanling pigs for May delivery all registered, double treated with papers at \$12.50 to \$18. The Hereford hog is colored like the Hereford cow, red with white face, feet, and underline. They're all-purpose breed, mature quick, quiet and have big litters. Very thick and blocky. Easy to keep and finish at 200 lbs. We are really spot breeders, as you know, but think these Herefords are a coming breed and have them coming on for you folks interested in the new things.

Remember, we sell more pigs through the mail than over the fence. Write me a letter and tell me what you're interested in. We have plenty of breeding stock of all kinds — both Spotted Poland Chinas and Herefords at all times.



## Henry Field's—HEADQUARTERS FOR HAY & PASTURE MIXTURES

This is the year everybody is buying pasture mixtures. And they are coming to headquarters for them. I've been making and blending pasture mixtures for over 35 years and honestly believe I can suit your needs better than 9 out of 10 places.

### Pastures Need Thickening-Up Badly

Pastures all over the country were hurt seriously by the drought last fall. Lots of folks didn't realize it until this spring and the demand for pasture mixtures now is so heavy, we're not sure we can supply everyone.

### Beware of Poor Quality Mixtures

Lots of seedsmen don't think a pasture mixture needs to be very good, so they mix up all the odds and ends and screenings and sell them under a fancy name. I don't. I use the same seed you'd get if you bought all the ingredients separately and give you an analysis tag showing the purity, germination and per cent of every single ingredient in the mix.

### You Earn 1 Unit For Every 10 Lb. Pasture Mix Sowed

**REMEMBER, YOU EARN 1 UNIT FOR EVERY 10 LBS. OF SEED YOU SOW THICKENING UP YOUR OLD PASTURE.** All our pasture mixtures are eligible for this payment. Watch out—some mixtures sold are not eligible. You can sow the 10 lb. of seed on 1 or 20 acres and still earn your units. On new seedings my pasture mixtures all earn ½ unit per A., except Brome Grass Mix which earns 2 per A.

### Here Are Pasture Mixtures For Every Purpose

#### FOR QUICK PASTURE—Field's Hurry-up Mixture

If you need pasture quick, for early spring use, here's the mixture for you. Contains Sweet Clover, Korean Clover and Rye Grass. Will give you pasture within 10 days and from then on through most of the summer. Earns ½ unit per acre for new seeding.

**\$3.10**

bu.  
sows 3½ A.

#### FOR HOG PASTURE—Field's Hog Pasture Mix

Contains a heavy per cent of rape with Sudan, Millet, Rye Grass and Sweet Clover. Comes early, gives midsummer pasture. Highly nutritious. For all livestock. Earns ½ unit per A. for new seeding.

**\$2.85**

bu.  
sows 3½ A.

#### FOR MIDSUMMER PASTURE—Field's Sudan Grass (See opposite page.)

#### FOR DRYLANDS—Field's Brome Grass Mix

Contains over 40% Brome mixed with Crested Wheat grass, Blue Stem, Grama, Slender Wheat Grass and others native to the drought section. Gives pasture where no other will become established. Earns 2 units per A. for new seeding.

**\$6.25**

bu.  
sows 3½ A.

#### FOR PERMANENT PASTURE—Lot "50-50" or "Good-But-Cheap" Mixtures

Get one or the other of the two sowed early for permanent hay and pasture. Lot "50-50" is the finest containing 6 clovers and 7 grasses (50% clovers) and sells for \$4.90 bu. (enough for 3½ A.). Good-But-Cheap has 8 different grasses and clovers and sells for \$3.75 per bu. (enough for 3½ A.). Both will give you all season pasture permanently. Earn ½ unit per acre for new seeding.

**\$4.90**

and  
**\$3.75**  
per bu.  
sows 3½ A.

## AAA Seeding Summary Repeated

There are so many questions in farmers' minds about just what earns units and what doesn't that I'm repeating the below short summary as run in March Seed Sense. You will notice the easiest ways to earn units are by sowing Field's Brome Grass Mix, Brome Grass, or thickening up your old pasture.

**These Earn 2 Units Per A. Seeded—Field's Brome Grass Dryland Pasture Mix; Brome Grass; Crested Wheat grass, Blue Stem; Gramma grass.**

**These Earn 1 Unit Per A. Seeded—Alfalfa.**

**These Earn 1 Unit for Every 10 Lbs. Sown—All of Field's pasture mixtures, grasses and clovers (except Red Top, Timothy, and Lespedeza of which you must sow 20 lbs. per A. to earn 1 unit) when used for thickening up pastures. Seed can be sown on any number of acres and still counts 1 unit for every 10 lb. sown.**

**These Earn ½ Unit Per A. Seeded—White or yellow Sweet Clover; Red Clover; Alsike Clover; ALL FIELD'S PASTURE MIXTURES (except Brome Grass Mix which earns 2 units); Korean Lespedeza; Rye Grass; Hubam; Ky. Blue Grass; Reed Canary Grass; Redtop Orchard Grass.**

**These Earn ¼ Unit Per A. Seeded—Timothy; Redtop.**





This shows Paul, the nurseryman, Pate, and myself out at Sleepy Hollow when we were looking over our Atlas there. Atlas puts all other fodders to shame. Cattle like it better, it's better for them, and it outyields other fodders 2 or 3 to 1.

### Atlas Supplies Short—Good Seed Limited—Buy Early

Right now Atlas is cheap. It's a good buy, but I won't promise it will stay that way. Supplies of good high-germinating seed are scarce and I guess enough of you have got stung with poor-germinating Atlas (nothing can lose germination faster than Atlas) that you aren't going to take a chance on just any seed this year.

#### By All Means Put in Atlas This Year

There ought to be a law compelling every farmer to put in Atlas. It's sure feed—drought or no drought, grasshoppers or no grasshoppers because neither bother it. It's the highest yielding fodder known—3 times as much as corn and cattle like it better because it's sweet. They lick up every bit of it.

#### How to Sow Atlas

Generally folks like to sow 10 lbs. per acre using the large corn plate running full speed. Sow thicker, if you want it finer stemmed.

#### I Have Three Grades of Atlas to Choose from

**ARIZONA CERTIFIED THUNDERBIRD ATLAS**—State-inspected, state-certified, stalk-ripened (hence high-germinating). This fancy Atlas is for sale at Henry Field's only.....Per 100 lbs. **\$5.85**  
**REGISTERED BLUE TAG ATLAS**—State-certified as to high-germination and purity.....Per 100 lbs. **5.00**  
**AFFIDAVIT ATLAS**—Seed grown from registered seed last year. High quality and purity and high-germination.....Per 100 lbs. **3.25**

### Grain Sorghums to Combine

If you want lots of feed grain, plant the new grain sorghums. They yield drought or no drought.

The old-fashioned grain sorghums are completely out of date. Nowadays the dwarf types that they can be combined with and even in dry years yield over 2000 pounds per acre when oats made nothing are popular. These grain sorghums have 90% the feeding value of corn and are the grain crop for feed in dry sections. The varieties to plant are Sooner and Colby Milo and Early Kalo—all dwarf, but heavy yielders. We have them all.

### If You Need Units...

Don't forget that if you need units to earn payments under the AAA this year the quickest way to get them is by sowing Field's Brome Grass Mixture or Brome Grass alone (both count 2 units per A, seeded) or alfalfa which counts 1 unit per acre seeded. See chart page 12.

\* \* \* \*

Have you ordered your Mule-Hybrid corn yet? Better do it quick or you may be left.—H.F.

### 1913 Sudan Price \$1.00 lb.

I was just looking over an old 1913 Seed Sense the other day and noticed that in 1913 (right after I introduced Sudan to this country) the price on one grade was \$1.00 per lb. and on another lot 49c a lb. Some difference from this year's price of 3½c per lb. (in 500 lb. quantities), isn't it? But even if it were \$2 per pound, Sudan should be on every farm for plenty of quick midsummer feed.

#### Attention! Farmers in Nebraska, South Dakota, and Kansas

I don't know whether you know this or not, but I wanted to call to your attention that in your states, Atlas fed as fodder in the sheaf, and Sudan, Millet, and Soybeans for hay and pasture are NON-DEPLETING. You need this feed and these are the crops that will give it to you. The government recognized this and allows you to use them this way and still not have it count as depleting crops. Put in plenty, you'll be glad you did.

## BUY YOUR SUDAN AT WHOLESALE!

(Cheaper Than Local Dealers Buy Their Seed!)



This year I scooped the market with Sudan. I bought early, bought right and I'm passing the savings on to you. You are actually getting your Sudan from 25c TO 75c UNDER WHOLESALE QUOTATIONS TO LOCAL DEALERS who have to add their profit and resell to you, if you didn't buy direct from Henry Field.

#### Quality Is Top of Market

This is the finest Sudan offered. I made my savings by buying it early, paying cash, and storing it myself instead of having someone else do it. It all runs from 98 to 99% pure—absolutely free of Johnson Grass—nicest looking Sudan I've ever had and that's going some.

#### Special Quantity Discounts

I'm making special quantity discounts, too, for large orders. If you want to earn a low cost per hundred, but still can't use the amount you have to buy to get the price, get a neighbor to order with you. The low rate still applies. Here are the prices:

**100 to 200 lbs., per 100.....\$3.75**  
**200 to 500 lbs., per 100..... 3.60**  
**500 lbs. or more, per 100.... 3.50**

### Sudan 23—20% More Yield \$5.95 per 100 lbs.

This is the first ABSOLUTELY PURE STRAIN OF SUDAN EVER OFFERED. Because of its complete freedom from hybrids and canes, it is believed to prevent poisoning of cattle. Besides, it was selected by the Calif. State Agricultural College for more leafiness and height and their own statements admit that it yields 20% MORE than ordinary Sudan. It has sold as high as 10c lb. It's a real buy this year.

#### Sudan 23 Proved Non-Poisonous

"Dear Henry: Will send my order in later. Last year I sowed your pure No. 23 Sudan for pasture and didn't have a bit of trouble by poisoning. Neighbors lost cattle but mine weren't bothered a bit. It grew fine all through the hot dry weather." Geo. W. Nelson, Hooper, Nebr.



# Field's Famous Mule-Hybrid Wins Highest

**Farmers Who Have Raised It and Know  
Praise Field's Famous Mule-Hybrid Corn**



**A Mule-Hybrid Farmer**

This is Frank Winter of Rogersville, Mo., who would just as soon go without his meals as to go without Mule-Hybrid on his place. Picture was sent in by Mrs. Ross Mooneyham, a neighbor.

One thing about it—wherever Mule-Hybrid goes, it makes friends, not only with the man who planted it, but also with all the neighbors who see it.

## Says Hybrid Blend Good Idea

"Dear Mr. Field: I'm enclosing my order for your Mule-Hybrid Weather-Proofed Blend A for light soil. I have always stuck to open-pollinated seed, because it was blended for a longer period of pollinization, so your new HYBRID BLEND APPEALS TO ME AS GOOD COMMON SENSE AND OUGHT TO WORK. In this part of Kansas, hot weather sometimes burns the tassel destroying the pollen and I think it sounds like your new Weather-Proofed Blend will avoid this."—S. A. Ross, Paola, Kansas.

\* \* \* \* \*

## Mule-Hybrid Yields 24 Bu. More

"Dear Mr. Field: I just want to tell you that my reuter just finished husking his open pollinated corn last week on which he has been bragging so much. It turned out 53 bushels per acre and the No. 110 Mule-Hybrid turned out 77 bushels. Some difference! He's going to want all Mule-Hybrid next year."—Henry Teget, Webster City, Iowa.

## Mule-Hybrid Beats Other Hybrids

"Dear Henry: 'I seeded some of your Mule-Hybrid, No. 129, on bottom ground along with Pfister's and Joslin's. Your corn beat them both on yield and quality. The corn seemed to be a little later maturing, although well out of way of frost.

"As we intend going into soil program corn acreage will be cut so we can get corn all planted a week or two earlier this year. We intend planting mostly all Mule-Hybrid this year."—Yours truly, G. F. Baker, Erie, Ill.

\* \* \* \* \*

"Dear Mr. Field: In spite of a terrific, hot July and August, on a recent field test on Hybrid corn here in Johnson County, we found that Henry Field's Mule-Hybrid corn, No. 129, was in the lead with a yield of 68.4 bushels per acre."—Lawrence Nicolson, Gardner, Kans.

\* \* \* \* \*

"Dear Mr. Field: I planted a bushel of your 129 Mule-Hybrid corn on May 23, 1939, and it stood up well and outyielded my open pollinated by 7 to 10 bushels per acre. It was 114 degrees in the shade for a few days, and my Mule-Hybrid, 129, stayed green while the other corn burned, and the chinch bugs did not bother the Mule-Hybrid. Lots of people drove to my field to look at it, and they sure were pleased."—Ernest Meyer, Tobias, Nebr.

\* \* \* \* \*

## Mule Hybrid Better Feeding Quality

"Dear Mr. Field: Last spring I planted 129L Mule-Hybrid corn along with two other Hybrids, and the Mule-Hybrid corn had a perfect stand. The stalks were high and had more leaves. The grasshoppers did not eat the Mule-Hybrid, but they ate all the leaves off the other hybrids. The stalks stood up well, and after we husked the corn, we found that Henry Field's Mule-Hybrid corn led all the rest for yield and feeding quality."—Anton Kudlacek, Prague, Nebr.

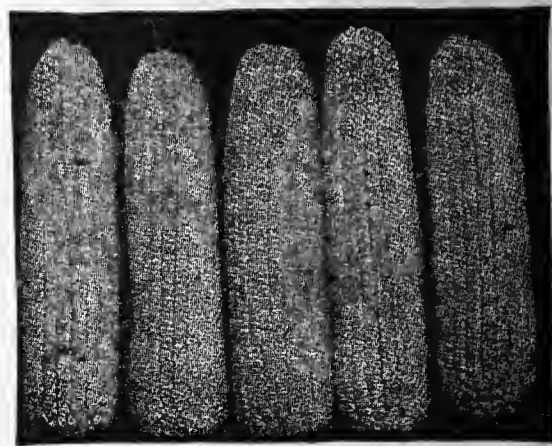
\* \* \* \* \*

"Dear Mr. Field: I am sending you an order for ten bushels of Hybrid Seed Corn. We liked your corn and think that it is the best of all hybrids. It stands up and produces good. I have seen many other kinds in Illinois and Iowa, but think the Mule-Hybrid is the best of all. This is my third order for your corn."—Mrs. Fred Post, Moulton, Iowa.

\* \* \* \* \*

"Dear Mr. Field: Last fall while I was picking my Mule-Hybrid corn, a man came into the field with some samples of a certain kind of Hybrid corn in his pocket, which he was selling at \$7.00 per bushel. I just stepped to the wagon and took out some of mine and compared it with his. He had to acknowledge I had good corn. I told him I bought my corn from Henry Field and only gave \$4.00 per bushel for it, and that was plenty good enough for me."—J. E. Eads, Lock Springs, Mo.

## Field's New 129 S IS Winning Hybrid



The hybrid which won first place in the Iowa State Yield Contest District 10 (article at right) was our New 129S. This is an especially high-yielding, long-eared variety just like 129 only it is the one eared hybrid. A great many farmers prefer this.

It has proved to be outstanding in all our trials. It's the same price as the other hybrids (while it lasts) but the supply is limited. If you're planning to try it, better order early.

## Which Hybrid to Plant

Here's the list of my hybrids and where to plant them. Check the map on this page. Find your farm and the right hybrid will be listed there. If you have any doubts which is the best hybrid, let us send you the right one. Absolutely no charge for this service. That's what we're here for and we'll see that you get the right corn for your farm. Or, if you prefer, write us a letter. We'll give you the recommendations for your farm and your type soil and you can choose as you please.—H.F.

## SOUTHERN LATITUDE HYBRIDS (No. 129)

For South ½ Iowa, Central and South Ill., Nebr., Eastern Kansas and Missouri.

No. 129—The 2-Ear hybrid for average soil . . . . .

No. 129S—Large, single, ear for average soil . . . . .

No. 129L—Light soils . . . . .

No. 129R—Average to rich soils.

Long ear . . . . .

No. A Blend "Weather-Proofed"—

Pollinates in hot weather. Can

furnish both edge and hill drop.

## CENTRAL LATITUDE HYBRIDS (No. 116)

For Central Iowa to top two rows counties, North Nebraska and Illinois, Southeastern South Dakota.

No. 116 —Average soils . . . . .

No. 116L—Light soils . . . . .

No. 116R—Heavy soils . . . . .

No. A-1 Blend "Weather-Proofed"—

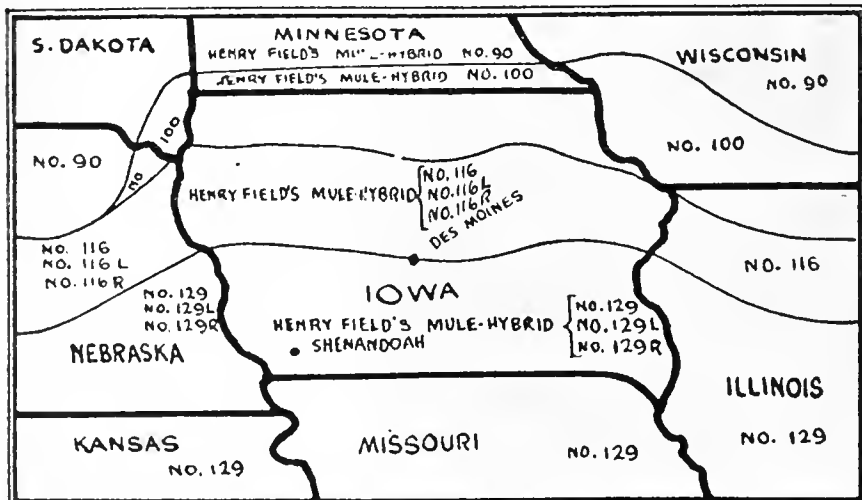
Pollinates in hot weather. Can

furnish both edge and hill drop.

## NORTHERN LATITUDE HYBRIDS

No. 90—Central Minn., Wisc., So. Dakota.

No. 100—North Iowa, South Minn., So. Wisconsin.



## State Certified Hybrids

Yes, we have State-Certified hybrids, too. Some seedhouses sell these exclusively as they have none of their own and state hybrids are available to everyone. We ask less for them as we feel Mule-Hybrid is far superior. It takes 5 years to get a breeding improvement into State-Certified seed. With Mule-Hybrid, we can add these improvements right away and do. This puts Mule-Hybrid years ahead of State-Hybrids in these improvements. Prices on price list enclosed.



(No sex guarantee)



# Henry Field's Low Field Seed Prices



## Buy DIRECT and SAVE

**TESTED SEEDS:** All seed is carefully tested for purity and germination by officially trained analyst. Test is printed on each bag. If not good, it's not sold.

**SAMPLES FREE:** Samples of any seeds listed here, are free on request.

**ALL SEED ADAPTED—**All my clovers and alfalfas are **HARDY, ADAPTED**, North American grown. All meet specifications of and are eligible for AAA payments. We mail AAA certificate when order is shipped.  
**BAGS FREE:** No extra charge for bags. These are weighed Free.

### I GUARANTEE TO SATISFY YOU

I absolutely guarantee my Field Seed to arrive in good condition and to be satisfactory in every way. You may send a sample away for state test, if you like. If it isn't satisfactory in every way, it may be returned any time within 10 days after you receive it and I'll refund your money or send you seed that will suit. That's plain and lived up to. However, we don't guarantee a crop as that depends upon conditions beyond our control such as weather, soil, etc.—HENRY FIELD.

Henry Field Seed & Nursery Co., "Iowa's Leading Seedhouse," Shenandoah, Iowa

Prices in effect April 1, 1940

### ALFALFA (60 lbs. bu.)

	Per Bu.	100 Lbs.
Lot North, 96% Pure, Hardy	\$11.60	\$19.30
Field's Spec. Home Grn., 98½% pure	12.95	21.55
Dak. No. 12 (Home Grn.) 98½% pure	13.95	23.25
Dak. No. 12 (Nor. Grn.) 99% pure	15.95	26.55
Mont-Minn. Grimm, 98½% pure	14.50	24.15
Grimm (Home Grown) 99% pure	15.50	25.80
Grimm (Nor. Grown) 99¼% pure	16.95	28.25
Grimm (Reg. and State Sealed)	20.75	34.55
A. B. Lyman Grimm (Sealed)	17.40	29.00
Cossack (Nor. Grown) 99¼% pure	18.00	30.00
Ladak (New Wilt Resistant)	20.00	33.30

### RED & ALSIKE CLOVERS (60 lbs. bu.)

	Per Bu.	100 Lbs.
Red Clover Meadow Mixture (35% red clov. bal., alfalfa, alsike, tim.)	\$ 6.90	\$11.50
Red Clover (Choice) 95 to 97% pure	9.95	16.55
Red Clover (Std.) 97 to 99% pure	11.25	18.75
Red Clover (Best) 99 to 99¼% pure	11.75	19.55
Red Clover (Idaho) 99 to 99½% pure	12.25	20.40
Mammoth Rd. Clv. (Best) 99% pure	12.25	20.40
Alsike (Std.) 96 to 98% pure	12.25	20.40
Alsike (Best) 98 to 99½% pure	13.95	23.25

### SWEET CLOVER (60 lbs. bu.)

	Per Bu.	100 Lbs.
Poor But Honest Sweet Clover	\$ 2.95	\$ 4.90
White and Yellow Mixed Sw. Clover	3.25	5.40
White Blossom (Standard) 99% pure	3.60	6.00
White Blossom (Best) 99¼% pure	3.95	6.55
Grundy Co. (Dwf. White) 99½% pure	4.25	7.05
Yellow Blossom (Std.) 99% pure		Sold Out
Yellow Blossom (Best) 99½% pure	4.25	7.05

### OTHER CLOVERS

	Per Bu.	100 Lbs.
Hubam (Std.) 96 to 98% pure	\$ 6.75	\$11.25
Hubam (Best) 98 to 99½% pure	7.50	12.50
Unhulled Wh. Blossom (30-lb. bu.)	1.65	5.50
Unhulled Yel. Blossom (30-lb. bu.)		SOLD OUT
Late Flowering Wh. Sweet Clover	7.20	12.00
(Special—Enough for 1 Acre—12 lbs. \$1.75 P.P.)		

### LESPEDEZA

	Per Bu.	100 Lbs.
Korean Lespedeza (25-lb. bu.)	\$ 1.95	\$ 7.80
Korean, Hull'd & Sc'rif'd (60-lbs. bu.)	5.25	8.75
Early Giant Korean (No 19604)	3.95	15.80
Lespedeza Sericea (60-lb. bu.)	10.00	16.65

### TIMOTHY MIXTURES (45 lbs. bu.)

	Per Bu.	100 Lbs.
Timothy (Choice) 98% pure	\$ 2.15	\$ 4.75
Timothy (Standard) 99% pure	2.35	5.20
Timothy (Best) 99½% pure	2.65	5.85
Timothy-Alsike (20 to 25% Als.)	3.75	8.30
Timothy-Red Clov. (20 to 25% Clov.)	3.50	7.75
Tim.-Red Clv.-Alsike (25 to 30% clv.)	3.65	8.10

INOCULATE ALL LEGUME SEEDS WITH

## NITRAGIN

OVER FORTY YEARS OF SERVICE

When ordering, Always state name of seed.

#### ALFALFA, all Clovers

Size	Retail
½ bu. each	\$.30
1 bu. each	.50
2½ bu. each	1.00

#### PEAS (All Varieties) VETCHES (All Varieties)

Size	Retail
½ bu. each	\$.25
1 bu. each	.40
1½ bu. each	.60
5 bu. each	1.70
12½ bu. each	4.00

#### BEANS

String, Wax, Kidney	Retail
½ bu. each	\$.25
1 bu. each	.40
5 bu. each	1.70

#### LESPEDEZA

Size	Retail
1 bu. each	\$.30
2 bu. each	.50
5-bu. each	1.00

#### SOYBEANS, LIMA BEANS, COW PEAS, PEANUTS

Size	Retail
1 bu. each	\$.30
2 bu. each	.50
5 bu. each	1.00
10 bu. each	1.40
25 bu. each	2.90

#### GARDEN SIZE

Garden Peas & Beans  
Sweet Peas & Lupines  
Enough for 6 lbs. seed  
Retail Price 10c each

### HAY AND PASTURE MIXTURES

(45 lb. bu. sows 3½ to 4 A.)	Per Bu.	100 lbs.
"Good But Cheap" Pasture Mixture (4 grasses, 4 clovers)	\$ 3.75	\$ 8.30
'50-50' Permanent Hay & Pasture Mix (50% (6) clovers, 50% (7) grasses)	4.95	11.00
'50-50' Permanent Hay & Pasture Mixture (without Sweet Clover)	5.40	12.00
Brome Grass Mix. For Dry Lands (over 40% Brome)	6.25	13.85
Hog Pasture Mix. (rape, sudan, millet, ryegrass, sweet clover)	2.85	6.30
"Hurry Up" Pasture Mix. (50% swt. clover, Korean, bal. Rye Grass)	3.10	6.85

### GRASSES

	100 Lbs.	10 Lbs. Post Pd.
Brome Grass (Northern Grown)	\$15.95	\$ 2.10
Brome Grass (Canada extra heavy)	16.95	2.25
SUDAN GRASS (Johnson Grass Free)		
100 to 200 lbs. per 100	\$ 3.75	
200 to 500 lbs. per 100	3.60	
500 lbs. and over, per 100	3.50	
SUDAN NO. 23 (Certified & Sealed)	5.95	1.00
Ky. Bluegrass (Extra Heavy)	20.00	2.95
Rye Grass	8.00	1.25
Red Top Solid Fancy Seed	13.50	1.85
Orchard Grass	19.50	2.95
Meadow Fescue (Eng. Blue Grass)	15.00	1.95
Blue Stem (Native Grass)	14.95	1.95
Crested Wheat Grass		SOLD OUT
Reed Canary Grass	22.00	2.95

### FODDER CROPS

	100 Lbs.	10 Lbs. Post Pd.
Atlas Registered Blue Tag	\$ 5.00	\$ .95
Atlas Affidavit (from Regis'd seed)	3.25	.79
Atlas (Arizona, stalk-ripened, certified Thunderbird—at Field's only)	5.85	1.00
HEGARI, Registered Blue Tag	3.50	.85
HEGARI Affidavit (from Reg. seed)	2.50	.69
German Millet	2.75	.69
Proso Millet, (Grain type)	2.90	.75
Black Amber Cane	3.25	.79
Fodder Cane	2.95	.75
Milo, Day (Combine Type)	2.75	.69
Milo Colby (combine type)	2.75	.69
Milo, Sooner (certified)	2.95	.75
Grohoma	3.35	.80
Kaffir	2.50	.65
Feterita	2.75	.69
Early Kalo (Certified)	2.95	.79
Rape, Dwarf Essex	9.00	1.25

### SOY BEANS (60 lbs. bu.)

	Per Bu.	10 Bu. Lots
Manchu (yellow)	\$ 1.80	\$ 1.70
Mukden (Yellow)	1.80	1.70
Illini (Yellow)	1.80	1.70
Black Wilson (Early)	1.80	1.70
Virginia (Brown)	1.80	1.70
Kingwa (Black, Erect Growing)	1.90	1.80
Laredo (Small Black)	1.80	1.70

### SEED GRAINS

	Per Bu.	10 Bu. Lots
Thatcher Spring Wheat (rust resist.)	\$ 2.00	\$ 1.90
Buckwheat	1.45	1.40

### SYRUP CANES

	1 lb.	5 lbs.	10 lbs.
Waconia (Early)	\$.25	\$1.00	\$1.75
Giant Orange (Medium)	.25	1.00	1.75
Honey Drip (Medium)	.25	1.00	1.75

### LAWN SEED — ALL POSTPAID

	1 lb.	3 lbs.	5 lbs.	10 lbs.
Field's Famous Mix.	\$.39	\$.98	\$1.49	\$2.95
Blue Grass (Ex.Sel)	.39	.98	1.49	2.95
Shade Grass, Mix.	.49	1.39	2.25	4.35
White Dutch Clover	.75	2.15	3.25	5.95
Bermuda Grass	.39	.98	1.49	2.95
Shade Grass (Poa)	.59	1.69	2.65	4.95
Creeping Bent Grass	.98	2.75	4.45	8.50
Bent Grass Mix.	.49	1.39	2.25	4.35

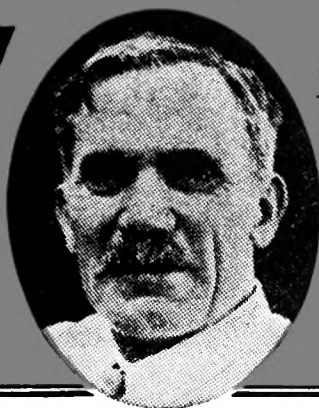


**You don't have to use this order sheet. You can order any old way you like and it will look good to me, but this will save us both some bother.**

**Your Money's Worth At Field's**  
I guarantee to please you 100%  
or you may return anything  
within 10 days for exchange or  
your money back. That's plain  
and lived up to. But we cannot  
warrant any crop as that depends  
upon many conditions beyond  
our control. H.F.

# RUSH

## TO



# HENRY FIELD

*Iowa's Leading Seed House*

# SEED & NURSERY CO.

Shenandoah, Iowa

DATE \_\_\_\_\_ 1940      COUNTY \_\_\_\_\_

Please Leave This Space Blank

NAME \_\_\_\_\_

STREET OR ROUTE \_\_\_\_\_ POST OFFICE \_\_\_\_\_

STATE \_\_\_\_\_ EXPRESS OR  
FRT. STATION \_\_\_\_\_

**If Different From Post Office**

<b>FORMER</b>	<b>DATE</b>
<b>ADDRESS</b>	<b>WANTED</b>

### If You Have Recently Moved

### If Ordering Chicks

SHIP BY: Parcel Post ☐; Freight ☐; Express ☐; Best Way ☐

IF OUT OF VARIETY ORDERED: Send Next Best ☐; Refund Money ☐; Use Your Best Judgment ☐

IF PRICES HAVE ADVANCED: Fill for Amount Sent ☐; Hold Order and Write Me ☐; Use Best Judgment ☐;

IF ORDERING CORN, PLEASE CHECK SOIL TYPES: Rich ☐; Light ☐; Medium ☐; Hill ☐; Bottom ☐; Heavy ☐.

AMT.

ENCLOSED \$.....

[illegible]

**USE THIS CONVENIENT CHECK BELOW**  
Your Check Is Always Good at **HENRY FIELDS**

IF NECESSARY TO ENCLOSE CURRENCY, PLACE IN ABOVE SPACE. FOLD CHECK ON ITS DOTTED LINE. THEN FOLD AGAIN AT REGULAR FOLD ABOVE

1940

ADDRESS OF BANK

**POSTOFFICE**

STATE

DATE \_\_\_\_\_

WRITE NAME OF BANK ON ABOVE LINE

**PAY** to the **ORDER OF** Henry Field Seed & Nursery Co. \$

# DOLLARS

**YOUR SIGNATURE**

Employees:  
This order  
is to be  
rushed.  
H. F.

Fold, Seal  
and Stamp

PATENT NO. 2,116,230, BERKOWITZ ENVELOPE CO., K. C., MO.

THIS FLAP IS GUMMED, READY TO SEAL  
NO ENVELOPE NECESSARY



# NOW DO ME A FAVOR WILL YOU?

Now the catalog is done and you've read it mostly all through. So now is a good time to ask a favor of you. If there's some of your neighbors you think ought to buy of me and if you think I deserve their business, I wish you'd take the time to write me their names and addresses here below. I'd sure appreciate it. But please send only gardeners' names or folks who want nursery stock or field seed. I want everybody to have my catalog who's interested but it costs money to send them to folks who aren't.

P. S. FOR YOUR TROUBLE, THERE MIGHT BE AN EXTRA PACKET OF SEED IN YOUR ORDER!

NAME OF PERSON WANTING CATALOG	STREET OR ROUTE	POSTOFFICE	STATE

DID YOU REMEMBER TO ASK FOR YOUR FREE GIFTS? Don't forget, I want you to have them.

From

R. F. D. or Street

Post Office

State

USE  
LETTER  
POSTAGE  
HERE



Henry Field  
SEED and NURSERY CO.  
Iowa's Leading Seed House

Shenandoah, Iowa

FOLD ON THIS LINE

IOWA! LEADING SEEDHOUSE—HENRY FIELD SEED & NURSERY CO., Shenandoah, Iowa

“THE SEEDS THAT YIELD  
ARE SOLD BY FIELD”



FREE!  
SUBSCRIPTION TO  
“SEED SENSE”  
GOES WITH EACH ORDER  
FROM HENRY FIELD



## ABOUT “SEED SENSE”

Most all of you know all about Seed Sense and most of you read it regular, too, from cover to cover, if the thousands of letters I get thanking me for it are true.

Well, “Seed Sense” is free. It's free for the asking to any of my customers. The subscription price is simply a garden seed, field seed, or nursery order sometime during the year. And every person who orders from me will be put right away on the mailing list to receive “Seed Sense” every time it's printed.

I have a lot of fun writing “Seed Sense.” I try to put all of the pictures and information about planting, pruning, seeding, ect., that I think will interest you. It's crammed full of information and fun, and is printed three or four times a year. If you want it, say so.—H. F.



# Performance Score of All Hybrids in 11 Districts!

## Field's Mule-Hybrid Must Satisfy or Money Back

I absolutely guarantee to please you. If the shipment of Mule-Hybrid corn doesn't please you in every way, fire it back. I'll pay the freight and send you corn that will please or refund your money. This corn is good, will please you and that's why I can write a guarantee like that.

## Field Pays Freight to 7 States for 25c per Bu.

Don't let anyone tell you freight on corn is expensive. It isn't. Just to prove it, for 25c per bushel on my Mule-Hybrid corn, I'll pay the freight anywhere in Iowa, Missouri, Kansas, Illinois, Minnesota, Nebraska, and South Dakota. And for 50c per bushel, I'll pay the freight into any other state. Just add that amount per bu. to your order and say, send freight paid.

## Guaranteed Stand!

For only \$1 per bu. extra, I'll Guarantee Your Stand of Corn and Pay the Freight to Your Town. Even with this stand insurance added, your corn costs little more than open pollinated corn and way less than other hybrids. Most folks take advantage of this offer, but you can do just as you like.

**\$3** **\$3**

**SAVE AGENT'S  
COMMISSION—BUY  
HYBRID CORN DIRECT**

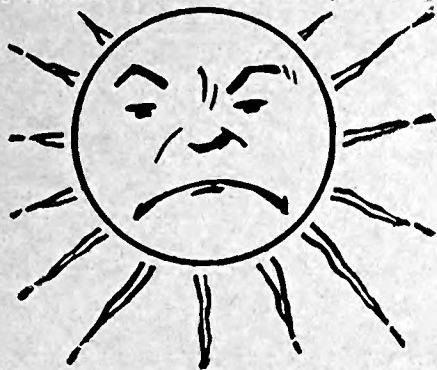
Agents get from \$1 to \$3 per bu. for selling you corn. There's no need of you having to pay that.

I've knocked this commission off the price of my famous MULE - HYBRID so that you save this agent's commission for yourself by BUYING DIRECT.

**\$3** **\$3**

## Field's "Weather-Proofed Blend"—New Way to Plant Hybrid Corn

- Throws Pollen Over Long Period
- Pollinates Despite Hot Winds
- Insures Better Corn Crops



Field's are first again—this time with the blend of high-yielding hybrids that will revolutionize hybrid corn planting. Farmers are buying it hand over fist since it was introduced last month.

This blend is scientifically made to throw pollen over a LONG period, thereby pollinizing silks even if there is a long period of hot weather which ordinarily would kill all pollen and hence all chances of a corn crop. It insures a good corn crop despite the weather.

Illinois State College tests show that it makes EXTRA-YIELDS of 8 to 10 bushels per acre and more in extreme summers.

I introduced this blend last month in "Seed Sense" and have been swamped with orders. It's plain commonsense and farmers recognize it as such at once.

I have two blends—**Weather Proof Blend A** for the south half of Iowa, southeast Nebraska, Missouri and central Illinois. **Weather Proof Blend A1**—For north half of Iowa, northeast Nebraska; southeast South Dakota, southern Minnesota and Kansas. I can furnish both in either edge drop or hill drop grades. See price list for prices. Limited supply this year. Please order soon.—H. F.

## Field's MULE-HYBRID Performance Score of 114.59 Highest in Twelve Districts

By a safe margin, Henry Field's Mule-Hybrid corn, took first place in performance over all hybrids in district 10 of last year's Iowa State official corn yield contest. Field's Mule Hybrid had the highest rating—114.59—of all hybrids entered in 11 official districts.

This state yield contest was judged by disinterested state officials and its findings MEAN SOMETHING. Mule-Hybrid, was graded on yield, stand, percent of moisture, lodging, ear height, dropped ears and damaged seed and despite competition of hybrids from everywhere CAME OUT FIRST.

The results of this test are available to anyone free if you write direct to Iowa State Agricultural Experiment Station, Ames, Iowa, and ask for 1939 Corn Yield Bulletin P2, New Series.

You don't have to pay \$7.50 for the best hybrid — BUY DIRECT FROM FIELD'S and SAVE \$3 per bu.

## This Year's Terrific Demand for Mule-Hybrid Is Reducing Our Stocks Fast! Please Order Early!

**YOU MAY CHOOSE THE ROUND OR FLAT GRADING**  
**Both Are Perfect and Uniform**  
**ROUND GRADING SAVES YOU MOST!**

### MEDIUM ROUND KERNEL HILL DROP GRADE

(Perfectly Uniform)

Most farmers plant flat kernel corn and don't know the advantages of hill drop corn. That's the only reason it's cheaper.

These small round kernels make the same or better corn than the flat kernels, the only difference being they weren't squeezed in as small a space on the ear.

Being small and round, they plant more acres per bushel. And as they have more food in the kernel, they nourish the young corn plants better than small flat kernels, thereby giving you a stronger stand. It stands cold weather better, too.

Plates to plant hill drop as uniformly as edge drop are readily available at any dealers. Cost about 60c each. As you save up to 75c per bushel you can easily afford to buy these plates and earn savings each year with hill drop grade.

### Buy in Quantity—Save Money

1 Bu., per Bu. ....	\$3.25
2 Bu., per Bu. ....	3.10
3 or 4 Bu per Bu. ....	3.00
5 Bu. or More, per Bu. ....	2.75

### FLAT KERNEL EDGE DROP GRADE

(Perfectly Uniform)

This is the grade everybody knows. Most farmers plant it as only a few realize the savings of Hill Drop and have switched to it.

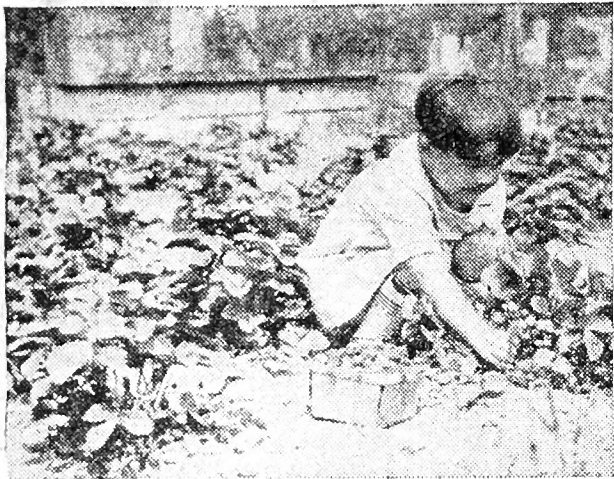
It is perfectly graded, flat, and is so uniform it will run smoothly through your planter with no trouble at all.

Our equipment is the most modern, up-to-date there is. We have made this investment in order to give you the most perfectly graded corn on the market.

1 Bu., per Bu. ....	\$4.75
2 Bu. or More, per Bu. ....	4.50



## Plan to Have a Good Garden



Plan this year, to get out and really help Mother Nature fill your cellar full of groceries. I mean more than just a few radishes and lettuce, I mean peas, and sweet corn, and cucumbers to slice and pickle, and beans, and cabbage, and melons, and tomatoes and all the food you're going to need next winter.

That doesn't mean a lot of work. It simply means a few more rows than you had last year, seeds of a few things you've always wanted to raise, but didn't, some good seeds and a little elbow grease. Mother Nature does the rest for you.

## Want Hybrid Corn Pictures

I've asked elsewhere in Seed Sense for pictures, but just wanted to tell you this year we're especially interested in your extra hybrid corn photos. You can picture the field, wagon of corn, crib, or what you like, but most important, tell me how Mule-Hybrid did for you. Folks all over are interested. And, of course, 50c each is paid for picture if used.

If you can't take a picture, write me how Mule-Hybrid did for you. I want reports from everywhere.—H. F.

## Inoculate Your Legumes

Don't expect your clover and alfalfa to give you the growth it should or to take nitrogen out of the air and put it in your soil unless you are sure it is properly inoculated. It just can't do it.

Some soil already has it, but you can never be sure. The cheap way to be sure is to put it there by inoculating your seed. It costs you about 8c per A.

The prices of Nitrugin are right below. I've sold Nitrugin now, for over 20 years and have yet to have a complaint. It's the most reliable inoculant I know. Now, don't send in your orders for legumes without ordering Nitrugin right with them. It don't pay. H. F.

INOCULATE ALL LEGUME SEEDS WITH

# NITRUGIN

OVER FORTY YEARS OF SERVICE

When ordering, Always state name of seed.

### ALFALFA, all Clovers

Size	Retail
1/2 bu. each...	.30
1 bu. each...	.50
2 1/2 bu. each...	1.00

### PEAS (All Varieties) VETCHES (All Varieties)

1/2 bu. each...	.25
1 bu. each...	.40
1 1/3 bu. each...	.60
5 bu. each...	1.70
12 1/2 bu. each...	4.00

### BEANS String, Wax, Kidney

1/2 bu. each...	.25
1 bu. each...	.40
5 bu. each...	1.70

### LESPEDEZA

Size	Retail
1 bu. each....	.30
2 bu. each....	.50
5 bu. each....	1.00

### SOYBEANS, LIMA BEANS, COW PEAS, PEANUTS

1 bu. each....	.30
2 bu. each....	.50
5 bu. each....	1.00
10 bu. each....	1.40
25 bu. each....	2.90

### GARDEN SIZE Garden Peas & Beans Sweet Peas & Lupines

Enough for 6 lbs. seed  
Retail Price 10c each

## The Policy of the House

In all dealings with customers we keep in mind these general rules that have been the settled policy of the business from the start.

1. Be Helpful—Answer the customers' questions kindly, intelligently, fairly, and carefully whether there is an order in it for us or not.

2. Don't Sass Back — If the customer gets sassy, be patient, explain, and take the blame. It is natural to want to sass back, but it never got anyone anywhere.

3. Give the Customer the Benefit of the Doubt—It is generally safe to leave it to him and put him on his honor. Show him we want to be fair and he will always come back in the same spirit.

4. We believe in liberal treatment of customers, extra seeds, extra care in packing, promptness, better measure and certainty in filling orders.

5. We don't believe in hot air, big words, penny saving, trickery, carelessness or ill humor. Cut them out.

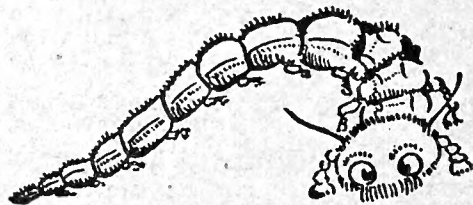
## The Last Few Words

This is the corner I always save for a last minute visit, just before Seed Sense finally goes down to be printed. It gives me a chance to tell you anything I may have forgotten to mention elsewhere.

But right now there's nothing urgent to say except that I sure appreciate all the orders you are sending in and hope you keep them coming just as fast as you have been. We're giving them all 1-day rush attention and will give you some service to talk about. Other seedhouses have been complaining about business—but it's good with us (about 30% over last year) and I guess that means we're pleasing you or you wouldn't send all your business here. That's what we are always trying to do (please you), so are mighty pleased, if we've done it.

Don't forget to write me a letter now and then and tell me how you're doing, what you're planting and how it did for you. I've told you all about us and now it's your turn.

H. F.



Get Your

# BUG DUST NOW!

Have It Ready and Use Before Bugs Arrive

### Secret Formula Makes "BUG DUST" So Powerful

My Bug Dust is so powerful because of the secret formula we perfected for using Rotenone, the new poison. Others have tried to copy it, but they don't know my secret. **BEWARE OF CHEAP IMITATIONS!**

### 3-Way Action

My BUG DUST works three ways. It not only is a STOMACH POISON but a CONTACT POISON and FUNGICIDE—ALL IN ONE DUST. No need to buy three preparations. Buy Henry Field's famous Bug Dust.

### Dust Almost a Miracle

A great many folks claim my Bug Dust is a real miracle, the way it goes to work. You may not believe that until you try it, but you will then.

### Guaranteed

My reputation as a gardener for 50 years is behind Bug Dust. It does what I say or your money back and no arguments.—H. F.

### PRICES

3 lbs. ....	\$1.00, postpaid
2 lbs. and dust gun.....	1.00, postpaid
5 lbs. ....	1.49, postpaid

### DUSTERS



A small but strong and powerful gun for small gardens. 40c, each, postpaid.



Bigger gun. Holds about 1 lb. Bug Dust. Long extension nozzle for getting under plants. Now only 98c each, postpaid.

From

"IOWA'S LEADING SEED HOUSE"

Henry Field Seed & Nursery Co.  
Shenandoah, Iowa

Sec. 562 P. L. & R.

U. S. POSTAGE

# PAID

PERMIT No. 5



## THIS SEED SENSE FOR:

U S DEPT OF AGRICULTURE  
DIV OF FOOD & VEGETABLE  
CROPS & DISEASES --BUREAU  
OF PLANT INDUSTRY.  
P O WASHINGTON D C 5